

## ABSTRACT

The adoption rate of the WiFi space has reached escape velocity. The analysts agree that WiFi will have an enormous impact on the technology sector. Goldman Sachs has projected that more than 95 Million people will become mobile Internet subscribers by 2004, and the Cahners In-Stat Group has estimated that the revenue generated by public space WiFi service will grow to be hundreds of millions of dollars over the next few years. Laptop manufacturers are already building WiFi radios into the motherboards of many of their machines, rapidly making the WiFi radio a standard computer component similar to the way the 56k modem is standard today.

In Thailand, there are more than 300 hotspots throughout the country. Most of them (90%) are 100% owned by ISPs such as TRUE, KSC, CS-Loxinfo, and etc. More than that, most of these locations are big name international franchise coffee houses such as; Starbucks, Au Bon Pain, or large public areas such as; International airport, Convention Centers, Hospital, Subway stations, or Office buildings.

There are a lot of small to medium size domestic owned locations, which would like to provide hotspot service to their customers also. In year 2002, there are 174,160 restaurants, 1,736 small hotels (less than 60 rooms), 775 guest houses, 1,512 bungalows, 948 resorts, and 95 apartments in Thailand. 78.4% of them still have no internet connection.

To fulfil the excessive demand in Hotspot Service in small to medium size domestic owned location in Thailand market, KSC offers a hotspot service with an affordable price for SME. This new product (KSC Hotspot-in-a-box) will increase KSC sales revenue, by go into a new market. The biggest benefit from this project is to expand KSC Hotspot coverage area, by roaming agreement between KSC Hotspot and KSC Hotspot for SME.