



Golf Matching Online

by

Mr. Poubase Piemongsant

A Final Report of the Three-Credit Course
IC 6997 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
Assumption University

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The Graduate School of Assumption University has approved this final report of the three-credit course, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirements for the degree of Master of Science in Internet and E-Commerce Technology.


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ABSTRACT

The biggest sports in terms of money value are Football, Golf and Tennis. I decided to choose golf for setting up an online shop, because golf embraces male and female, adult and junior players, and it's a difficult game. Each of those categories is thriving both in terms of numbers and growth. Most of golf players are highly educated and have a lot of money to spend for getting the best equipment for them.

The professional golf players need customizing golf equipment that can make them swing better and feel comfortable, but the experts who assemble and customize golf equipment in Thailand are so few. So, golf players have limited choices to choose from only the brand name equipment imported from abroad.

Golf equipment is so expensive because of the brand name equipment and also because most of them are imported, such as Callaway, TaylorMade, Ping, Honma, Nike, Titleist, etc. OEMs are other solutions for golf players who want to reduce the cost of buying expensive golf equipment, but often may get confused by using "Company A's" system to fit "Company B's" clubs.

Golfmatching.net gets rid of these problems. Customers can select from a wide range of component choices that are all manufactured exclusively for our customers with lower price, such as shafts and grips. After finishing all component selections, Golfmatching.net offers hands-on assembly with the advantage of actually designing with the golfer during fitting or assembling to ensure the highest quality and the best-fit clubs in every case. So golf players should feel very confident when they take on challenge courses.

ACKNOWLEDGEMENTS

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I. INTRODUCTION

1.1 Objectives

The objective of the project is to develop a golf club customization online shop with the goals:

- (1) To increase revenues through Web-based sales by average 5,000 baht per month at the end of the first year with 5% growth rate thereafter.
- (2) To enhance "selling channels" with the online catalog to provide additional options to receive information.
- (3) To make Golfmatching.net a local favorite golf equipment website targeting Thai golfers.

1.2 Keys to Success

To succeed in this business we must:

- (1) Sell products with an emphasis on high quality components and exceptional customer service.
- (2) Provide premium one-on-one custom fitting clubs at the most affordable prices available.
- (3) Provide hands on assembly to ensure the highest quality and best-fit clubs in every case.
- (4) Provide a wide range of golf equipment.
- (5) Offer a 30-day money back guarantee.

1.3 Scope of the Project

The scope of this project includes:

- (1) To apply the knowledge learns in the Master of Science in Internet and E-commerce Technology into this project.
- (2) To promote our company online as one of the scale channels and indirectly sale our product.
- (3) To update and price frequently.
- (4) To use offline payment since E-commerce law in Thai have not been declared to use.
- (5) To manage the website allowing users to find information easily.
- (6) To use web site as a tool to support the traditional store.

1.4 Deliverables

The deliverables for Golfmatching.net are as follows.

- (1) The final report covers the scope as mentioned above.
- (2) The applicable E-commerce website consists of company portfolio and etc.
- (3) Prototype of <http://www.golfmatching.net>, which will be published as an actual online shop in January 2005.

II. LITERATURE REVIEW

2.1 Background of Golf

Golf is a game in which the player attempts to strike a small, resilient ball with clubs around a course, consisting of widely spaced holes, in regular progression and with the smallest number of strokes. A typical golf course is either 9 or 18 holes. There are several sports that hit a ball with a club or stick such as baseball and hockey, but golf has three factors that make it a unique sport. First, it is played over large areas of land, rather than a prepared surface of specified size and shape, no two courses are exactly the same. Secondly, the objective of the game is to get the ball into a hole with the fewest number of strokes. Thirdly, an opponent has no influence over a rival's play, only over his own score. But sometimes can get to others with mind game.

Scotland is considered the birthplace of golf. Rabbit runs proved to be ideal fairways for early golfers. Rabbits linked their burrows in the dunes by means of runs and foxes and hunters expanded the runs. Golf began as a haphazard sport of hitting a pebble or roundish object with a stick or club into a hole.

During the 1400s, the sport flourished to such a large extent that it endangered the public in the vicinity of the golfers. Three attempts by the Scottish parliament to suppress or ban golf failed. The sport was open to all - no fees to pay, no starting times to book - just a simple game of golf followed by a visit to the local tavern where wagers were won. Anyone could pit his skills against an opponent down at the links (sandy, hilly courses). Many courses were built along high bluffs on the eastern coastline in Scotland. Natural dunes, ridges, gullies and hollows were formed by the strong winds and forceful water.

Throughout the 17th and 18th centuries, golf was played primarily by the affluent

club members. In 1744 Leith golfers requested to form a club or society, for a silver golf club to be presented at an annual event over Leith Links, and for the rules of golf to be formally written. In 1744 the Magistrates and Council of Edinburgh approved the first rules and regulations of golf, "Articles and Laws in Playing Golf - The Rules of The Gentlemen Golfers of Leith (later to become the Honourable Company of Edinburgh Golfers).

Golf developed on the eastern coast of Scotland between Edinburgh and Aberdeen, inland as far as Perth, of which St. Andrew was the center. The Society of St. Andrews Golfers bought their first silver club in 1754, using the same thirteen rules drawn up in Edinburgh. Later St. Andrews was to become the Royal and Ancient Golf Club of St. Andrews and the governing body of world golf (the game was played by the English royal family in the 1400 & 1500s, which might account of the title "royal and ancient game"). The present clubhouse was built in 1854.

The oldest tournament on record was in Prestwick in 1860, later to become the British Open. With the Open Championship, the stroke-play golf came into being, for hundreds of years prior competitions had been decided by man-to-man match play.

The London and Countries Professional Golfers' Association was created in 1901, "To promote interest in the game of gold; to protect and advance the mutual and trade interests of all members; to hold meetings and tournaments periodically for the encouragement of the younger members; to act as an agency for assisting any professional or clubmaker to obtain employment." Their first event, Tooting Bee Golf Club, with a 5th first prize going to the legendary JH Taylor, five times winner of the British Open.

The United States Golf Association was formed in 1895, along with the official versions of the American Amateur and Open Championships. By the turn of the century there were more than 1000 golf courses in the US. Unlike the natural contours and hazards of Scotland's east coast American golf courses had to be designed and created to offer dimension to the game.

The Professional Golfers' Association (PGA) of America was formed in 1916, the same year it held its first championship at the Siwanoy Country Club in Bronxville, New York.

In the early 1900s American golf rapidly became a promotional tool and major tournaments attracted business and media attention. Soon an extensive network of events was created across the country and businesses could sponsor the events and professionals would have a large purse to shoot for. This American formula fueled the fire of the competitive circuit, bringing to the forefront the talents of Sam Snead and Ben Hogan.

The development of the rubber-cored ball and the steel shaft changed the world of golf, but America was the leader in the analysis of the golf swing. Golf courses were built with large practice grounds. Americans saw golf as a game that was clean-cut and gentlemanly and each golfer stood on his own merits and all were welcome to play.

In the twenties, golf became an avenue for fashion, golf dress became a must; typically baggy plus-fours in lightweight material and fancy colors, matched with two-tone shoes and a sleeveless Argyle sweater, with accompanying blazer. It wasn't until the 1960s that the majority of British golfers began to dress up for golf.

How to play golf as a match play is scored by holes. One or more players compete as a team in opposition to another team. A hole being won by the player who holes his

ball in the fewest strokes. In a handicap match the lower net score wins the hole. A hole is halved if each side holes out in the same number of strokes. A match is won by the side that is leading by a number of holes greater than the number of holes remaining to be played, i.e. if A leads B by two holes, with only one hole remaining, he wins by a score of 2 and 1.

In a stroke play the winner is the player who completes the round or rounds in the fewest number of strokes. A number of players can compete as individuals, and their total strokes for the entire round or rounds comprise their score.

Foursomes play, or Scotch foursomes, involves a match in which two players oppose two other players.

Pinehurst play is similar to Foursomes, except that both players on a team drive, make the first, or tee, shot on each hole. Then they select the ball they will use for the duration of play on that hole, while the other ball is removed from play.

Blind bogey play is when a player, prior to beginning, selects a handicap that he deems will allow him to have a net score between 70 and 80 for 18 holes. After the round is completed, a tournament committee draws a number in the 70s, the player whose net score is closest to the number selected, wins. If there is a tie, the competitors usually draw lots.

When players do not have established handicaps, the systems Peoria, Callaway or Horner are used.

- (1) In Peoria play, after the round has started, six holes are selected for handicap purposes. The scores of each player are added, and then multiplied by three, par for the course is subtracted, arriving at the handicap.

- (2) Callaway play takes a player's score for a single hole or specified series of holes, deducts it from his gross score determining the net score.
- (3) The Horner system, based on the total scores of 100 or less, is the player's best nine individual scores, the strokes by which he went over par on these holes are totaled to figure the "allowance." No deduction is made for Eagles and birdies, counted as pars. The allowance of the nine selected holes is doubled, and then subtracted from the actual score for 18 holes, determining the net score. For scores of 100 or more, the best 10 holes, rather than the best 9 holes are used in determining the allowance.

How to score: Par is the score an expert golfer is expected to make for a given hole. It is based on the yardage of the hole measured from the middle of the tee area to the middle of the green, in accordance to the line of play planned by the architect in laying out the hole.

How different is it between an amateur and a pro? Amateur golfers play the game without monetary gain. An amateur may forfeit his status and be labeled a professional for:

- (1) Receiving compensation for serving as a professional golfer or as teaching or playing assistant to a professional golfer.
- (2) Playing for prize money.
- (3) Lending one's name or likeness for use in any way for the advertisement or sale of anything, regardless of whether the product is used in, or pertains to, golf.
- (4) Because of golfing skill or reputation, accepting compensation for making a personal appearance, whether or not in connection with a golf competition or exhibition.

How about golf equipment? The earliest golf ball was a thin leather bag stuffed with feathers and it was not a distance ball, falling short of 200 yards. The gutta-percha ball was adopted in 1848, reached a maximum distance of 225 yards. The rubber ball of 1899, helped golfers achieve greater distance. A 430 yard drive was made by Craig Wood in the British Open at St. Andrews in 1933. George Gayer, an American pro made a 426 yard drive in Tuscon, Arizona in 1955. Today tee shots of 300 yards are not unusual for some professionals. High compression balls are used by hard-hitting golfers. While low compression balls are used by softer-hitting golfers.

Golf sticks have evolved from wooden shaft clubs to sets of woods and irons integrating elegance, durability, weight distribution, graduation utility. In the 1880s golf bags came into use to tote the various clubs.

Wood clubs (those with wooden heads), are used for hitting the ball from the tee or for long distances shots. Numbered from one to four or five. Number one wood (formerly called the driver), used of maximum distance. Each wood number increases the achievable distance with greater loft. Formerly called "brassie," "spoon," "baffy," and "cleek."

Irons (iron-headed clubs), are used of relatively shorter shots, they are numbered from one to nine or ten. Differentiated by varying loft capability, they are selected according to the length of the shot and the terrain. Formerly called "driving iron," "midiron," "mashie" and "niblick" The putter is an iron with a straight face used for putting the ball on the green and into the hole.

The basic etiquette of golf, outlined to make the sport more enjoyable and safer are as follows:

- (1) No one should move, talk, or stand close to or directly behind the ball or the

hole when a player is addressing the ball or making a stroke.

- (2) The player who has the honor (lowest score for a hole) should be allowed to drive first (from the tee) in the beginning play on the next hole.
- (3) No player should hit the ball from the tee until the players ahead are out of range.
- (4) Play should be conducted without delay of any sort.
- (5) Players searching for a ball should allow other players coming up to pass them by making an appropriate signal and should not continue their play until those players have passed and are out of range.
- (6) Before leaving a bunker, a player should carefully fill up all holes made by him therein.
- (7) Players should ensure that any turf cut or displaced by them on fairways or greens is replaced at once and pressed down.
- (8) Players should ensure that, when dropping golf bags or the flagstick (used to mark the hole), no damage is done to the putting green, and that neither they nor their caddies damage the hole by standing close to the hole or by mishandling the flagstick. The flagstick should be properly relaced in the hole before the players leave the putting green.
- (9) When the play of a hole has been completed, players should immediately leave the putting green.

The important matches for golf players are as follows:

- (1) The Walker Cup, instituted in honor of George H. Walker, the donor of the cup, held at Hoylake, England in 1921, was the first international amateur competition between the US and Britain.

- (2) The US Public Links championship was started for amateur players in 1922.
- (3) The Ryder Cup, in honor of Samuel A. Ryder, a Briton who donated the trophy, was the first international professional competition between the US and Britain in 1926. It is played every two years.
- (4) The Citrus Cup matches were organized in 1932 and was the first women's international amateur competition between the US and Britain, played at Wentworth, England.
- (5) The Masters tournament at Augusta, Georgia, played at the Augusta National Golf Club which was developed by Robert Tyre Jones, Jr. and associates. The Masters is one of the major competitive events of golf, with its large purse and notoriety.
- (6) Americas Cup amateur began in 1952, with golfers from the US, Canada and Mexico.

2.2 Golf in Thailand

Although Thailand's golfing history is indeed short, it is nevertheless noteworthy. Golf was first played at the aristocratic old Royal Hua Hin course in the 1920's by the then King and members of the royalty and aristocracy. Most of Thailand's 200 plus golf courses of today were built to international standards during the mid-1980's and early 1990's, and were planned by some of the world's leading course designers, including Arnold Palmer, Nick Faldo, Jack Nicklaus, and Gary Player. These designers are reputed for making challenging, creative courses, with brilliant layouts, and Thailand's courses do not fall short of that standard. Evidence in support of this claim can be found in the fact that Thailand's courses play host to a number of international tournaments, including the Johnnie Walker Classic, which is a regular fixture on the European Pro Golfers Association Tour.

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Presently there are over 200 golf courses spread throughout Thailand, making golf available nearly anywhere, even in some of the most remote areas. Although these courses are relatively new, and are therefore lacking some of the traditions of the world's best, they are nonetheless modern, challenging facilities with breathtaking backdrops and a full range of services. Most of Thailand's courses also offer fine dining, luxury accommodation, fully equipped pro-shops with knowledgeable pros, carts, caddies, and rentals. Thai courses are known for their impeccable upkeep, and also offer luxurious dressing facilities that are often equipped with saunas and massage facilities. This broad range of services, along with the fact that many of Thailand's courses are in close proximity to some of the world's finest beach resorts, makes Thailand an ideal place to get away for a relaxing round of golf followed by a delicious meal on the beach. Additionally, the tropical climate makes for fantastic golfing weather all year round, and the greens fees are extremely reasonable by any standard. Many of the clubs are particular about exclusivity, however, all-inclusive golfing packages are available to most clubs.

Thailand is ideal for golf, no matter what time of year. The country has three distinct seasons - cool (November - February), hot (March - June) and rainy (July - October), with temperatures soaring up to as much as 35 degrees Celsius or more in the hottest month of April. Golf is fine during the rainy season as it seldom rains for more than a couple of hours at a time, usually in the evening or night. In the north of Thailand, the cool season can be decidedly chilly - you might need a sweater, especially in highland areas - while in the rest of the country the cool season is still hot by Western standards, certainly over 20 degrees. The south tends to get rain throughout the year, usually in the afternoon or evening. Probably the best time to take to the links is in the

early morning or late afternoon, when the sun is not quite so scorching. Some courses also offer floodlighting, so you can even enjoy a round after sunset. Green fees in Thailand are well below the international average. Weekday charges may be as low as Baht 250 in Bangkok, with fees rising little over the weekend. Green fees in Phuket are generally the highest in Thailand, but still much less than you would expect to pay at comparable courses worldwide. Most clubs in Thailand welcome visiting players. There are no entry restrictions on the majority of courses.

2.3 Introduction to Clubmaking Industry

Clubmakers like to compare custom clubs to buying a tailored suit. Many people have been through the frustration of shopping for clothes, "off the rack." You can spend hours trying on clothes only to get more and more aggravated when the top fits but the bottom doesn't or vice versa. People are shaped differently.

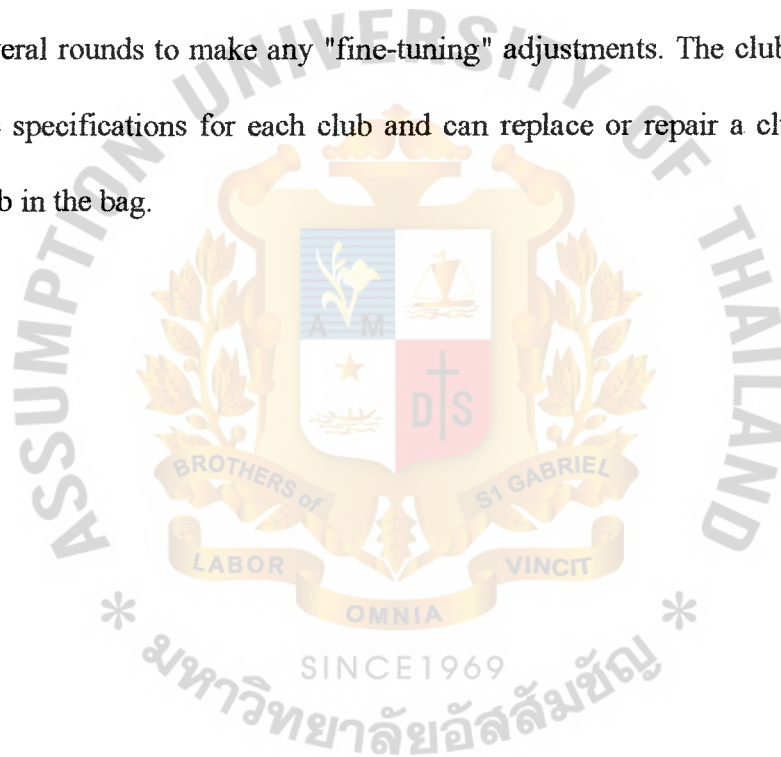
An outfit that looks fabulous on one person can look completely different (and sometimes frightening) on someone else. The tailor will take the time to take the necessary measurements, determine customer wants, needs, and make a suit that is custom fit especially for customers. Anyone who has taken advantage of this opportunity knows the difference in the way the suit fits him or her. The finished product is made exactly for customers and it fits perfectly!

The same is true for custom fit clubs. They are made to fit their unique swing characteristics of customers. The process for custom fit clubs is very similar to that of the fitting for a tailored suit. The clubmaker will start by sitting down with their customers to discuss the customers' current equipment, game, problems, concerns, goals and whether they have taken lessons or plan to do so. The clubmaker will measure and evaluate the customers' current clubs. They will then be asked to hit some balls to

determine their swing speed, and impact pattern among other things.

The clubmaker will determine the appropriate shaft based on these findings and will offer a selection of clubheads and grips that will match the customer needs. After Customers have chosen the clubs they like, they will take ten to fifteen additional measurements. The entire fitting process takes anywhere from 1-2 hours.

The new set of clubs will be made exactly to the customers' specifications and will fit their game "to a tee." Usually a clubmaker will request that the customer report back after several rounds to make any "fine-tuning" adjustments. The clubmaker keeps records of the specifications for each club and can replace or repair a club to exactly match any club in the bag.



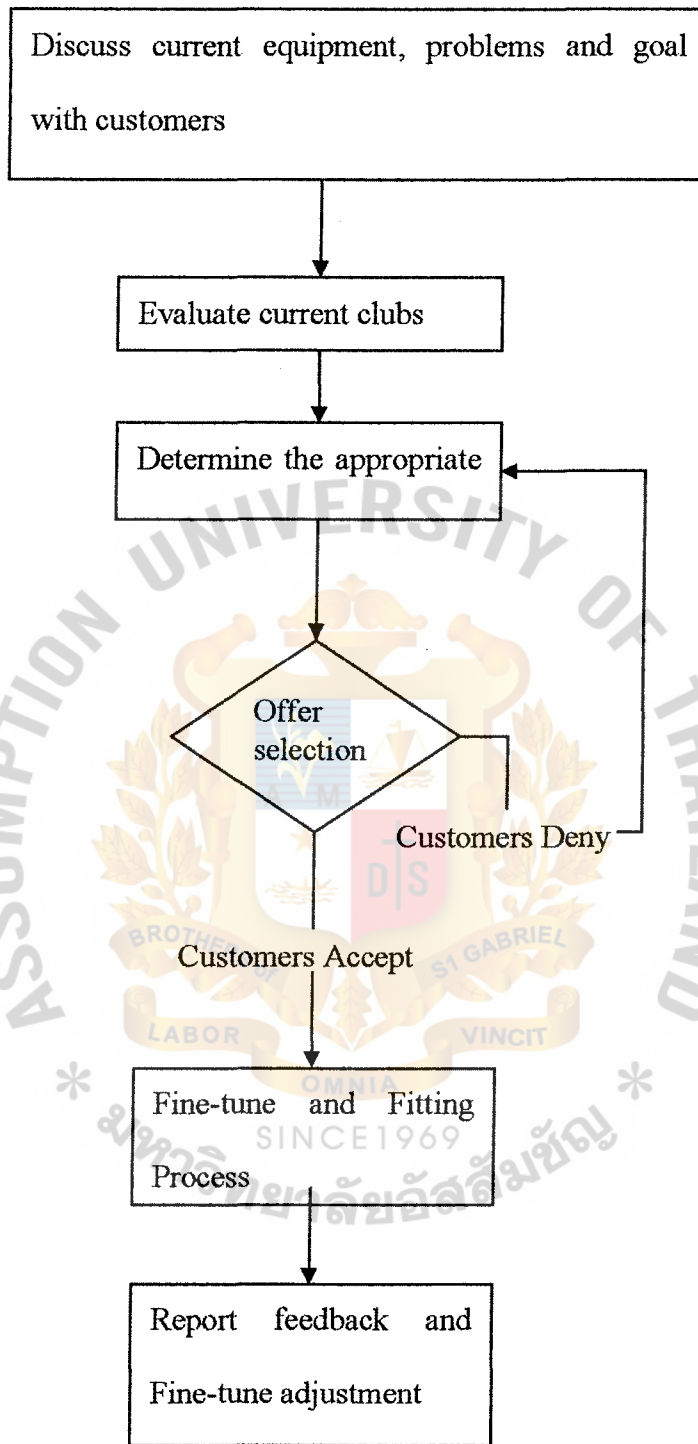


Figure 2.1. Clubmaking Process.

III. SITUATION ANALYSIS

3.1 Global Clubmaking Business Situation

The following press release information from the SGMA (a premier sporting goods manufacturer's association) related to the "state" of golf today: NORTH PALM BEACH, FLORIDA – Mark Twain once said, “Golf is a good walk spoiled,” but not if you ask the nearly 30 million Americans who play the game. According to a report by SGMA International, golf is the 15th most popular sport in the United States. Also worth noting is that overall golf participation has risen 12% since 1987, when there were 26.3 million players. However, those numbers are even more noteworthy when we consider that “frequent” participation (those players hitting the links 25 or more days per year) has risen 14% in recent years – from 7.5 million in 1999 to 8.6 million in 2001.

A review of the findings shows that nearly 60% of those “frequent” participants are over the age of 45; the average age of a “frequent” golfer is 47.7; and 80% of all “frequent” players have an average household income greater than \$50,000 per year.

A further breakdown of the “frequent” participants by region illustrates that the South continues to be the hotbed for golf with 33% of the avid players. The North Central part of the country is next in line with over 2.1 million golfing regulars (25% of all “frequent” players), followed by the West and Northeast, which account for 22% and 19% of “frequent” golfers, respectively.

The study also found that golf is relished by a variety of people with varying educational backgrounds. The largest playing group is those with college degrees, comprising 42% of “frequent” participants. The next largest group is those with a high school degree or less, encompassing just over two million players or 24% of

the “frequent” player base. With 2001 sales of over \$2.5 billion (wholesale), the golf equipment industry is the second largest category of sporting goods equipment, trailing only the exercise equipment.

Today, consumers are going to be very reluctant to buy high-ticket (including golf equipment) not knowing what is ahead for the economy in the future. However, golfers have always enjoyed a change in their equipment. So instead of buying a new driver or a set of irons, they may take their current set and have them re-shafted, re-gripped or altered with the latest products. This will keep your shop running efficiently, while the local retailer down the road will be struggling moving his inventory. But we will need to be pro-active in getting this business and explaining to golfers how your alterations will benefit their game as well as their pocketbook.

We can explain that the repair part of the business is the “bread and butter” in our shop. Making new clubs was simply icing on the cake. However, when we had the customer in our shop we would explain the advantages of custom made clubs, how they fit the natural tendencies of the golfer and help to make their mis-hits more playable. At the same time, cost less than the name brand clubs the golfer actually wanted (if he or she had the money to spend).

Now is the perfect opportunity to explain to customers the options they have, why custom fitting is important and how they can save money. Take the time with each customer, something the original equipment manufacturers and retailer do not do. Conduct specification check on their current equipment and let them hit demo clubs with various head, shafts and grips. Make recommendations or suggestions that will best fit their game. If the economy is going to be down for a while due to the recent

events, then the custom clubmaker should fare well now and gain the trust of their customers for the future.

Hopefully this can provide some insight for us into the state of the Clubmaking Industry and participation in golf today.

3.2 Competition Analysis

We have no direct competitor, right now, because we are the first to do clubmaking business online in Thailand. However, there are some web sites that provide selling golf equipment online, but no assembling clubs in Thailand.

SWING GUIDE

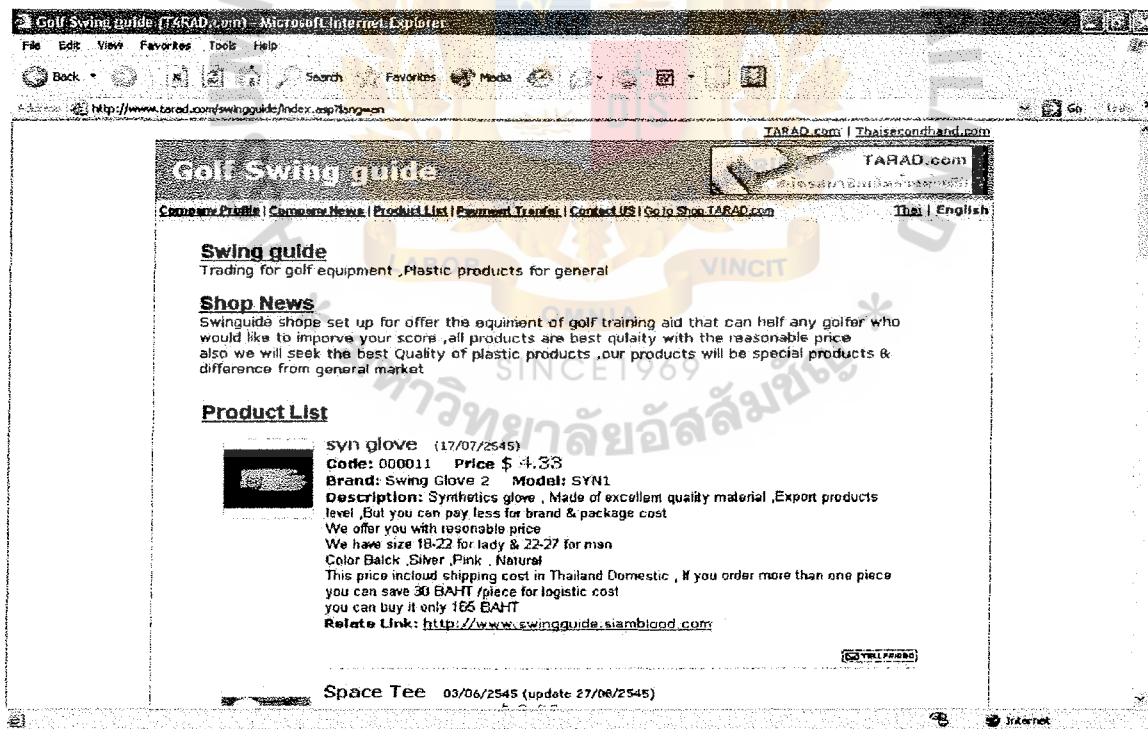


Figure 3.1. Strengths of Swing Guide.

Strengths

- (1) It offers the equipment of golf training aid that can help any golfer who would like to improve score and all products are best quality with the reasonable price.
- (2) It seeks the best quality of plastic products such as space tee, and products will be special products and different from the general market

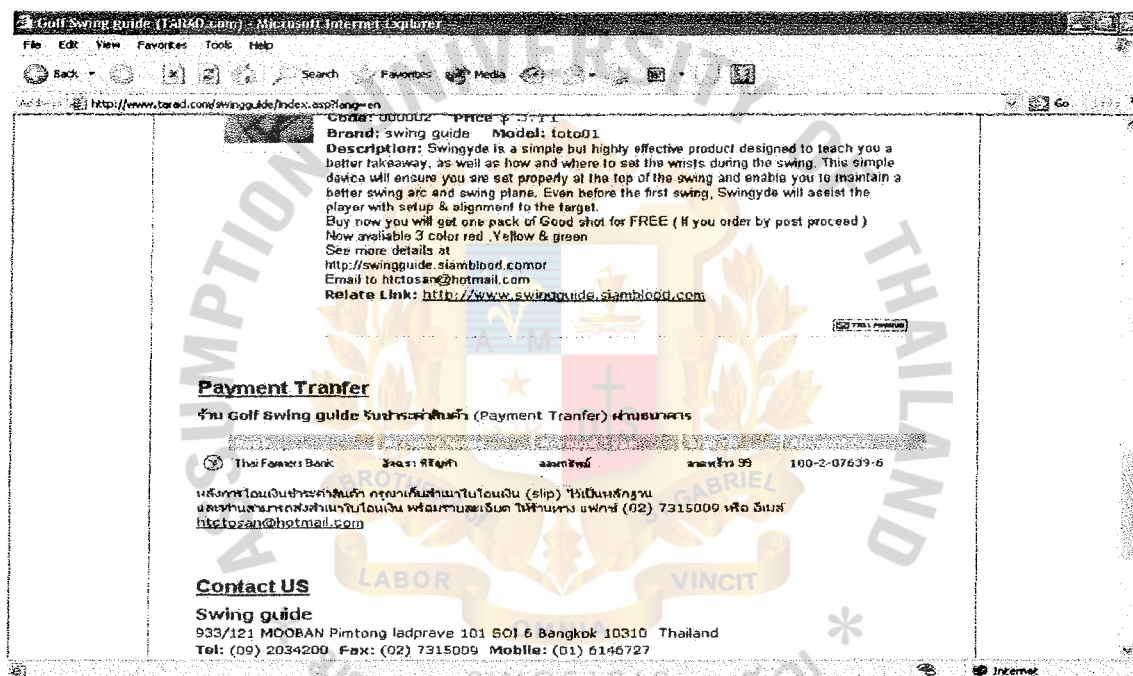


Figure 3.2. Weaknesses of Swing Guide.

Weaknesses

- (1) Swing Guide sells only a limited range of products, such as space tee, leather glove, swing guide, etc. The products do not include major products such as wood, iron, etc.
- (2) Swing Guide offers customers only off-line payment through accounts in

HONMAGOLF

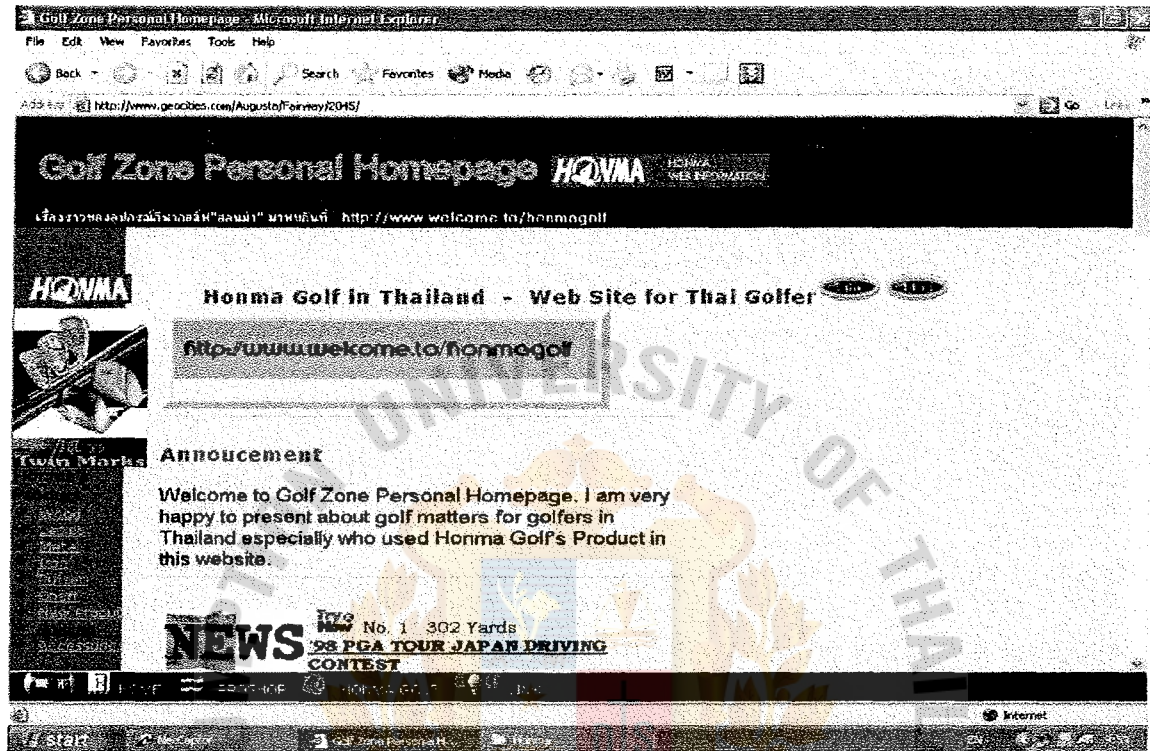


Figure3.3. Strengths of Honmagolf.

Strengths

- (1) It provides golf matters for golfers in Thailand especially who use Honma Golf's Product.
- (2) It offers a wide range of golf equipments, complete product categories, for example, woods, irons, metal. Ladies' putter, shaft, wedge and accessories.
- (3) It provides educational section for golfers in talk section.
- (4) It provides completed product information.

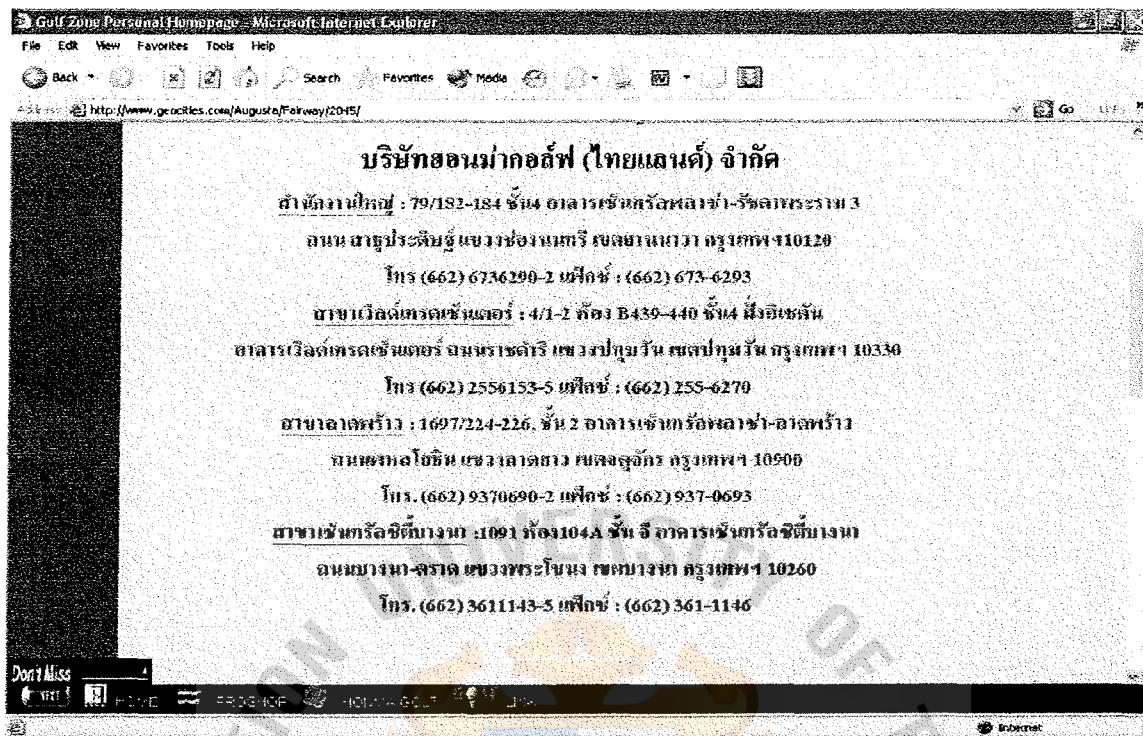


Figure 3.4. Weaknesses of Honmagolf.

Weaknesses

- (1) Honmagolf sells products through proshops that are stores. It does not have an online store.
- (2) It has only five traditional stores in Bangkok, so has limited channel for selling.
- (3) It is very expensive product only for upper class level, limited range of marketing.

GOLF COMPARISON

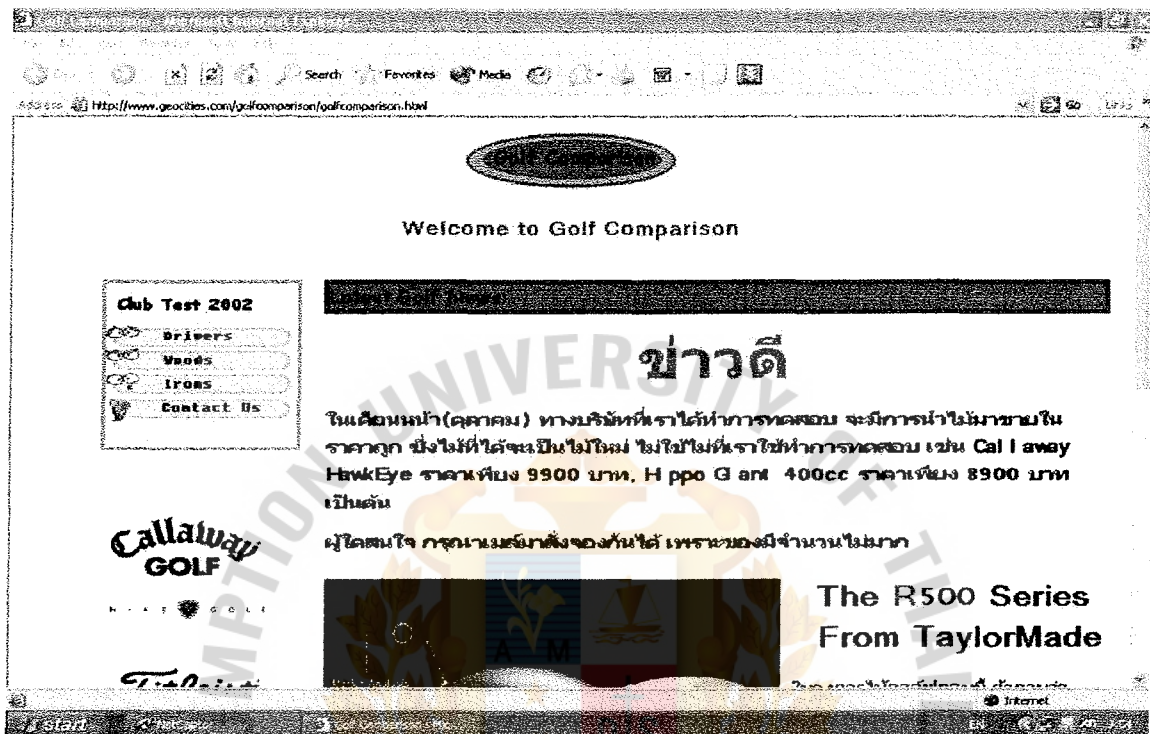


Figure 3.5. Strengths of Golf Comparison.

Strength

- (1) It provides brand name products such as Callaway_Golf, Nike Golf, etc.
- (2) It provides product reviews and tests and for golfers to make decisions to buy products.

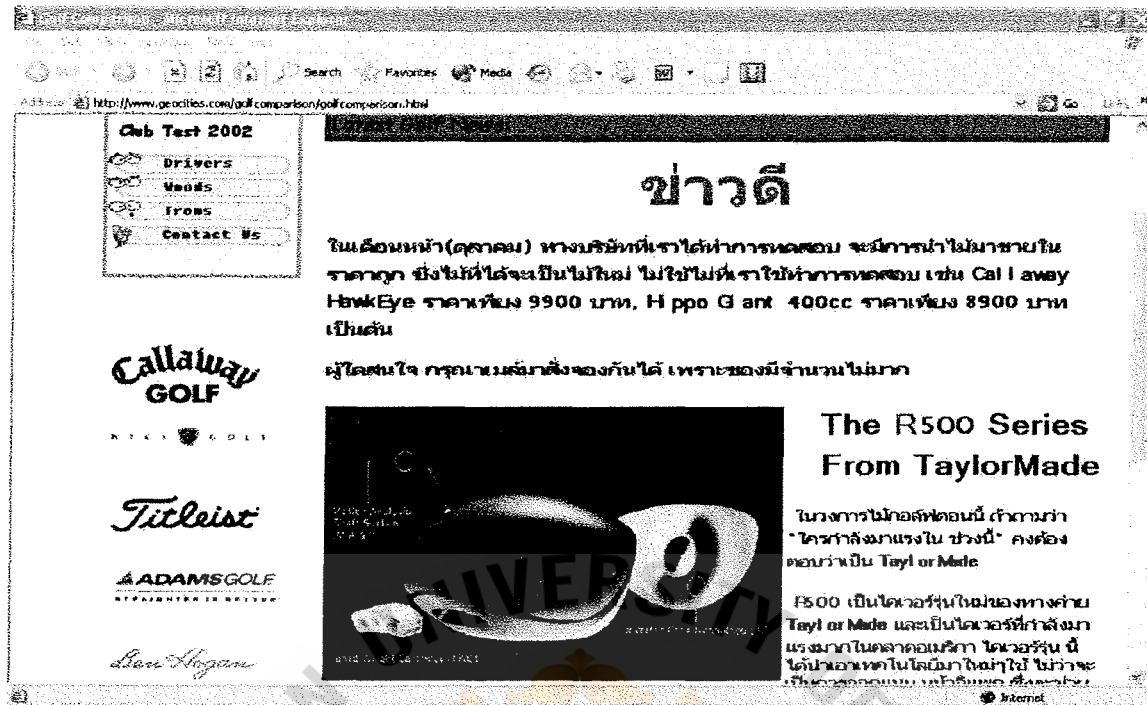


Figure 3.6. Weaknesses of Golf Comparison.

Weaknesses

- (1) It offers products in limited quantity and customers have to order by e-mail
- (2) Customers do not have the choices to select components of golf equipment.
- (3) The payment method for this website is still off-line payment via bank accounts.

3.3 Need of Building Your Own Clubs

This question pops up frequently from golfers not particularly familiar with the component clubmaking industry. They may make an incorrect assumption that, due to the typically lower price of component golf clubs when compared to brand name equipment, which the quality of the two differs. This type of prejudice causes a negative image of the component industry in the eyes of a certain segment of the golfing public. In the vast majority of cases though, nothing could be further from the truth.

A clubmaker has many advantages over an OEM when it comes not only to the assembly of the golf club, but the choices of component parts that go into that club as well. The clubmakers have at their immediate disposal well over 100 types of shafts, grips and heads from which to best match to a particular customer's needs. This gives the clubmaker a decided advantage regarding the wide range of choices available. Compare the clubmaker's situation to that of a major manufacturer. The manufacturer typically may have 1-4 club heads in their entire line. They will, most likely have signed some type of contract with a steel shaft producer and a graphite shaft producer, limiting their selections (except on special orders which typically take several weeks) to shafts from those two suppliers. A clubmaker has access to literally hundreds of in-stock shafts from any number of different suppliers; often including the very same suppliers and identical shafts and grips that the OEM uses. Generally a major manufacturer uses one or two types of grips with their name engraved on the grip. These grips normally come from one major grip company. Here again, the clubmaker can choose from many grip companies and thus has a much greater style and composition selection than does the OEM. A clubmaker definitely has the edge when it comes to component selection.

Beginning with the fitting procedure, a clubmaker has the advantage of working one-on-one with the player through all steps of the fitting process. While there are some OEM's that have elaborate fitting systems for the golf professional to use, these systems often may confuse the professional. Can he use "Company A's" system to fit "Company B's" clubs? What about the several thousand dollar fitting system he just bought from "Company C"? Will it work for any type of clubs or is it designed for use exclusively with "Company C's" clubs? These types of systems, while designed to make the professional's job of fitting easier, can actually complicate and confuse the situation. A

clubmaker, though, can develop his or her own fitting system and use it to fit all types of clubs to all types of golfers. There will be no confusion as to which system to use, nor will there be the need to learn 5-10 different fitting systems for a variety of clubs. The consistency factor involved with component clubfitter is one of the most advantage aspects of custom clubmaking.

3.4 What Golfmatching Has to Offer

When it comes to assembly, the Golfmatching has the edge here as well. The day to day scenario at a major manufacturer's facility includes an assembly line type of layout in which specific procedures are done by a single individual. That is, there will be one person cutting shafts, one person installing the shafts in the heads, another person swingweighting the heads, etc. Once a club passes down the assembly line, it is not touched or reviewed by that particular worker again. While it can be argued that perhaps each of these assembly line workers can somewhat perfect his or her special assembly skill, often these workers would have little idea of how to completely and correctly assemble a golf club. The person cutting shafts would not know how to swingweight, the worker installing grips could not cut shafts to length, etc. Assembly line jobs at OEM facilities are often very specific, allowing rapidity and hopefully consistency of assembly.

Golfmatching, on the other hand, are intimately involved in all segments of the assembly process. From the initial component selection to the final quality control checks, it is the clubmaker who does it all. Is this better than an assembly line type of procedure? While a properly controlled assembly line can yield well built clubs, the hands on that the individual Golfmatching has with each step of the assembly process makes errors less likely and the potential for superior quality greater. The clubmaker

must know how to do all phases of assembly: measuring, matching and cutting shafts, installing the shafts into the heads, cutting the shafts to length, swingweighting the club, installing the properly sized grip, and final inspection. He or she must know the relationships of one specification on another; for example what effect length has on swingweight or what relationship exists between a wood's loft and face angle. The clubmaker controls the entire assembly procedure; he knows the club from start to completed assembly.

The Golfmatching puts reputation on the line with each and every club they deliver to a customer. If a club fails in use, it is the clubmaker's reputation that is potentially damaged. That is why Golfmatching goes to great lengths to make certain that the golf club is assembled to exacting specifications in the most concise manner possible, assuring a quality product. Plus, if for some reason a club should break during play, the clubmaker has the distinct advantage of being able to repair it to its original specifications in a matter of hours, not weeks as it takes many OEM's to repair a defective club. The personal service a Golfmatching provides can not be approached by the vast majority of major manufacturers.

Consistent fitting, component selection, hands on assembly, repair capabilities, and quality control are hallmarks of the skilled Golfmatching. While it cannot be denied that major manufacturers strive for the goals as well, the clubmaker has the advantage of actually working with the golfer during fitting or assembly to ensure the highest quality, best-fit clubs in every case. So the next time someone infers that component clubs are not up to the standard of OEM models, smile and tell them, they have it backwards. OEM's have a long way to go to match the expertise of Golfmatching.

IV. THE PROPOSED SYSTEM

4.1 Competitive Advantage in Using Custom-Fitted Clubs

SWOTS Analysis

Strengths:

- (1) Golfmatching determines specifications and selects the components that work best with customers' swing
- (2) Golfmatching provides any further fine-tuning that can be done right then or weeks later by returning to see how to adjust the golf components.
- (3) Golfmatching is a professional clubmaker because we consider the quality of assembly
- (4) Golfmatching provides the selection of the perfect match between head, shaft and grip that will all work together to maximize the benefits of each swing. OEM's could never inventory all the shafts needed to truly custom-fit a golfer.
- (5) Golfmatching offers a 30-day money back guarantee. *
- (6) Golfmatching provides educational section for assembling golf equipment.
- (7) Golfmatching has the advantage of working one-on-one with the player through all steps of the fitting process

Weaknesses:

- (1) Golfmatching has just been set up, therefore; the customer base is still small.
- (2) Golfmatching has small capital investment.
- (3) Golfmatching has limited experience dealing with importing golf equipment from USA

Opportunities:

- (1) No direct competitors in Thailand, right now.
- (2) Thailand golf courses have been growing rapidly.
- (3) Thai government is now promoting to travel in Thailand so that golf players from all over the world will come to play golf in Thailand.
- (4) A buying pattern of golf players is being price-sensitive, because of economic down turn. Golfclubmaking can save money from buying golf equipment.
- (5) Internet technology in Thailand is developing fast as well as incoming broadband Internet will emerge in near future. As a result, product display is available on the Internet as live presentation.
- (6) Existing imported golf equipments are still expensive and there is lack of choice to make better swing.
- (7) Some golf players are not familiar with Internet technology despite the fact that they are interested and would like to use that technology to buy the best and fitting golf equipment.

Threats:

- (1) The strong domestic economy has been good for the golf clubmaking industry. Continued growth is anticipated. However, unforeseeable or unanticipated economic recession would reduce disposable income and threaten Golfmatching's sales.
- (2) Less confidence in online payment and Internet security from global perspective.
- (3) The lack of trust from customers to know another side of online business.

- (4) The lack of ability for customers to touch and feel the product.

4.2 Five Forces Analysis

Threat of Entrants

Determining the likelihood of new firms entering the golf clubmaking industry and which compete away value, either by offering lower prices or by raising the cost of competition there are multiple aspects related to this force in the golf clubmaking industry. With the advent of the Internet and the World Wide Web, anyone can build a web site and start a business providing information and a place to sell golf equipment. With the popularity of golf and prices of brand names increasing, there is a greater incentive for new entrants. However, while there are these incentives for new entrants into the golf clubmaking industry, there are also high costs in marketing and development relating to high barriers to entry.

Power of Buyers

Determining the extent to which buyers retain much of the value created for themselves, leaving firms in an industry only modest, return the threat of buyers in the golf clubmaking industry is extremely strong. Buyers may have more alternatives and lower switching costs so that the bargaining power is moderate to high. To decrease these barriers, the solution is to try to add value by providing demand value. Value is broken into multiple characteristics: strong/applicable/trustworthy golf equipment, high customer service, utilization of advancing technologies for fitting process, ease-of-use of service, time-saving benefits and cost-saving benefits.

Threat of Substitutes

Determining the extent to which products or services, other than those in a given category, meet a buyer's needs. Therefore, buying limits a selection of golf components.

Some of the possible substitutes for Golfmatching are: adding more product categories that the golf players need, advertising in all of the same places that Golfmatching will advertise for them in the web site.

Power of Supplier

Determining the extent to which value created for Golfmatching will be appropriated by suppliers. For example, Golfmatching has unique service for assembling golf equipment; Supplier is important, because all components must be from the same supplier for the best fit and suitability for golf players.

Rivalry among Existing Firms

The golf clubmaking is still attractive because it does not yet have numerous, strong, or aggressive competitors. Moreover, it is still growing because many golf courses are rapidly established. Many golf selling services are entering this segment but most of them do not focus on clubmaking. What they offer is selling brand names of golf equipment.

4.3 Customer Analysis

Golfmatching segments buyers into two categories: buyers who buy finished golf equipment and buyers who buy parts of golf equipment.

Before customers buy parts of golf equipment, they must consider how they can better match the clubs that they make as follows:

- (1) Weight sorts the components. If the components (heads in 6-7 gram increments, shafts that weigh the same and grips that weigh the same) are weight matched prior to assembly, the set will be very consistent.
- (2) Use weight sorted shafts. Whether they do the sorting themselves, have True Temper do it (using their Gold series of shafts) or have Royal Precision do it

- (3) (the new Rifle Weight series), the club will match better in playability. This again provides them with incrementally sorted heads and matching grips.
- (4) Use frequency matched shafts from Royal Precision or those they may match themselves. Again, with sorted heads and grips, this will create a more uniform playing and feeling set.

Matching components is the simplest way to build more consistent clubs. Keep in mind, the lengths of the clubs must be consistent and the assembly be done correctly. But once achieved, sorting of components will ensure better quality custom clubs.

Buyers who buy parts of golf equipment must do the following before assembling:

- (1) Weight. Always check their work after completion. Never let a club leave their shop unless they would play it themselves.
- (2) Do be sure to epoxy set screws in place, even if they do not add weight to the head. The screws are not epoxied in place at the foundry and will tend to work themselves inside the head if not epoxied in place.
- (3) When cutting shafts, always refer to the proper trim charts and trim notes. Always measure twice and cut once.
- (4) Do maintain some type of continuing education program. Whether it involves reading as many magazines as they can, attending a Golfmatching web, for means of staying abreast of current knowledge.

Buyers who buy finished assembling golf equipment can re-adjust the golf equipment two weeks after buying.

4.4 Positioning and Differentiation

Golfmatching will focus on the highly discriminating, professional golf players segment first, because these are the opinion leaders. Amateurs will follow professional golf players. If we can attract and keep professional golf players, then they will become part of the attraction for the others. To attract them, we will carry the best adjusting and trimming to fit their swing, and become a "Futurist" product and services company.

For golf players who need to assemble and fine-tune their and customize their clubs, Golfmatching provides the golfers' game and frame, what features should the club have, and how does each feature of the club affect the way it plays? This includes sections on: Clubhead characteristics, Shaft characteristics and Grip characteristics.

4.5 Marketing Mix

One of the best ways to increase sales of component clubs is to offer them "as a unit". What is meant by this is to offer, say a Copperhead driver, assembled with a Copperhead shaft and a Copperhead grip. When one sees an OEM club, generally all of the pieces (head, shaft and grip) have the company or club name and/or logo on them creating a "one unit" look. With the number of shafts and grips we offer, fitting and assembling a club in which all of the parts say the same manufactures or the club's model name, is not difficult.

By creating a "one unit" product, the customer is led to believe the components are specifically matched to one another.

Price

Golfmatching is a store that is positioned for impulse buying; therefore, it is important that we maintain a flexible pricing strategy.

- (1) Our pricing strategy will be based on competitive parity guidelines. We will keep prices lower than brand name prices more than 10%, but the same quality as brand name products.
- (2) Price says a lot about a product. The products that are innovative and not available elsewhere in the region will be marked up to meet the demand curve. We are not afraid of premium pricing a premium product.
- (3) Some golf equipment will be priced a little below the industry average, although it has quality like Callaway. We consider this a "Loss Leader" strategy whereby word-of-mouth advertising brings customers to buy golf equipment and simply to make them aware of our additional products and services that we offer.

Promotion

Golfmatching will implement a strong sales promotion strategy. Advertising will be secondary. Here are a four selling tips that may help:

- (1) Throw in a free headcover with a wood purchase. Golfmatching offers free headcovers with some of its heads; in the vent the headcover is not free, the cost is little compared to the goodwill a "freebie" might promote.
- (2) Offer a free club to a junior (will be available on sales soon) who accompanies mom or dad into your shop. The way to add to adult sales may come through generosity toward a child.
- (3) Offer to frequently analyze a player's set free. Finding that shafts may not

match as well as expected can prompt reshaft business.

- (4) Run a special that offers a free sand wedge with a set purchase. The perceived value of the wedge to the customer is much greater than its cost to the customer.

Service

Service is important to our mix. Golfmatching has an obligation to provide quality products and cheerful service, fast and efficiently. Our service goals are simple and easy to maintain as follows:

- (1) Golfmatching will make plain our policy that we do not accept returns or exchanges (30-day money back) without receipt and proof of product failure. We are in this to make money as a business and cannot afford to give our value to free riders or people with 'buyer's remorse', who choose not to take responsibility for their purchase.
- (2) Golfmatching sends product free of charge directly to customers in Bangkok and metropolitan areas after confirming the order and fitting process.
- (3) Golfmatching sends product free of charge via EMS to customers in other provinces after confirming the order and fitting process.
- (4) Offer a free "tune-up" on a set of clubs after the first playing season. This "tune-up" includes a loft/lie check/adjustment and maybe even free regrips with grips as original.

4.6 Payment Method

Golfmatching offers three channels for payment methods:

- (1) Cash on Delivery (COD) is a payment method in Bangkok and metropolitan areas only. Sender will deliver products to customers by motorcycle and receive cash after customers pay the cost of products.
- (2) Transferring money through bank account and sending transfer evidence to Golfmatching. If we receive confirmed documents from customers, we will call customers for confirmation and prepare fitting and sending to customers in time.
- (3) Credit Card payment is the main payment method after we have implemented the real shop. We will receive payment via VISA, MASTER Card, TFB Local Card, JCB and SCB Local Card.

4.7 Risk Associate

Refused Order Risk

The risk of refused order by the buyers is possible, in case that they ordered the product, but not confirmed the order. The way of protection is to verify the order before making the ordering by getting confirmed purchased order document before proceeding via phone call or e-mail.

Hardware Breakdown Risk

Hardware breakdown is notorious and creates uncertainty in customer's minds. Golfmatching needs to prevent this by using reliable hardware with back-up solution such as redundant servers including web servers and database servers.

The location of these servers should be placed in remote places from each other to ensure loss free from natural destruction.

Network protection such as firewall, intruder detection and virus protection are important to prevent systems from computer attacks even unintentionally or intentionally from unauthorized party.

4.8 System Security

At Golfmatching, our customers' data is strictly protected against any unauthorized access. Protecting your order information is a priority. Golfmatching makes every effort to protect your online order information by using Secure Sockets Layer (SSL) technology.

SSL encrypts your order information to avoid the decoding of that information by anyone other than Golfmatching. To check the security of your connection, look at the bottom of your browser window after accessing the server.

If you see an unbroken key or a closed lock (depending upon your browser), then SSL is active. You can also double-check by looking at the URL line of your browser. When accessing a secure server, the first characters of the site address will change from "http" to "https."

Some versions of browsers and some firewalls do not permit communication through secure servers. In these cases, you will be unable to connect to the server, so you do not have to worry about mistakenly placing an order through an unsecured connection

At Golfmatching, we are concerned with protecting customer privacy. We use the information we collect about customers to process orders and to provide a personalized shopping experience. We may also use it to tell customers about special offers we think customers will appreciate. The customers will never have to worry about receiving a barrage of unexpected e-mail from us. We will not sell, rent or trade your information.

When registering with Golfmatching, we will ask for some contact information, such as customer's name and e-mail address. We will use the customer contact information from the registration form to send customer information about our company and promotional material from some of our partners. If customers do not wish to receive future mailing, they have a choice for denying this service.



V. FINANCIAL ANALYSIS

5.1 Return on Investment

Return on investment will be calculated by subtracting revenue with integrating capital investment cost as well as pre-operation cost. The annual fixed cost and variable cost every year is included. The expense and revenue summary in the first five years is shown below.

Table 5.1. Expense and Revenue Summary.

Expense	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
Fixed cost					
Hardware	120,000	-	-	-	-
Software	25,000	-	-	-	-
Domain name	4,500	4,500	4,500	4,500	4,500
Server Cost	30,000	25,000	20,000	15,000	10,000
Advertisement	15,000	20,000	30,000	30,000	40,000
Payment System	30,000	30,000	30,000	30,000	30,000
Promotion	20,000	30,000	35,000	35,000	40,000
Expense					
Administration	30,000	30,000	30,000	30,000	30,000
Variable cost					
Raw Material	20,000	20,000	30,000	40,000	60,000
Craftsmanship	10,000	10,000	10,000	10,000	10,000
Processing	5,000	5,000	5,000	5,000	5,000

Table 5.1. Expense and Revenue Summary (Continue).

Expense	1st Year	2nd Year	3rd Year	4th Year	5th Year
Designer Cost	3000	3000	3000	3000	3000
Total expense	312500	493000	673500	854000	1034500
Total Revenue	85000	335000	1035000	2035000	3535000

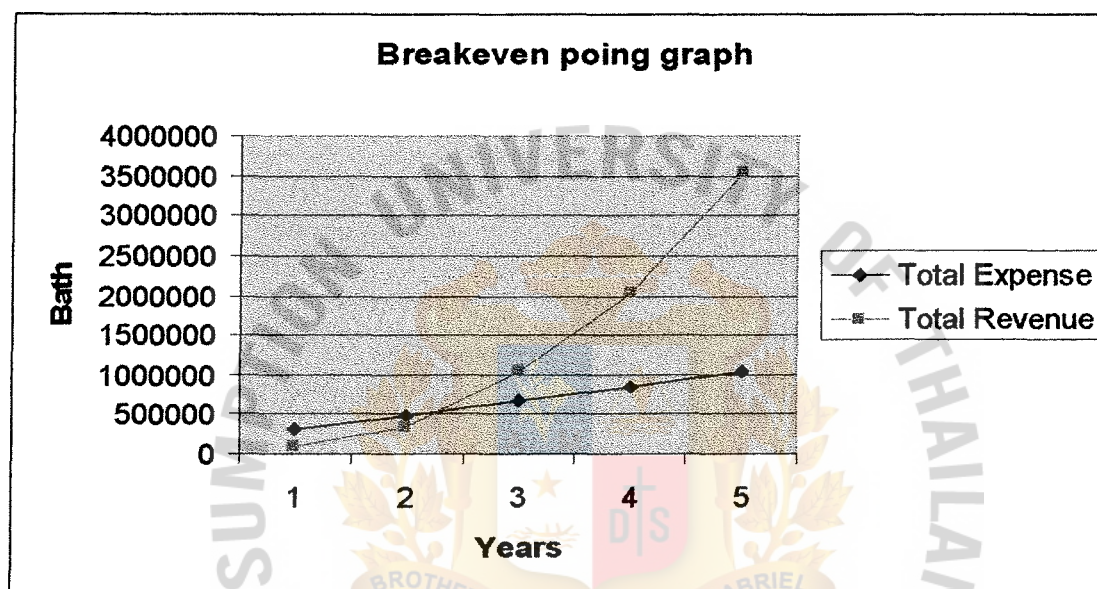


Figure 5.1. Breakeven graph

According to the financial data, Return on investment is calculated as follows:

Total profit will return between year 2 and year 3 is 502,500 baht.

Therefore, the ROI period is three years.

VI. WEB DEVELOPMENT AND DESIGN

6.1 Hardware and Software Requirements

Hardware Requirements

We use only one computer for work as workstation and web server. The list of all hardware below is used to create prototype of GolfMatching

Table 6.1 Hardware Specification.

HARDWARE	DESCRIPTION
Cpu	Intel Pentium IV 1.8 Ghz
Mainboard	Chipset i845E
Memory	Double Data Rate Sdram 256 Mb
Harddisk	Maxtor 80G /ATA133
Graphic Card	ATI Radeon 8500 64 Mb
Sound	Sound Blaster Live DE5.1
Floppy Disk Drive 1.44	TEAC
DVD-Rom	Pioneer 106S /16X Speed
CD-Writer	Plexter 24x10x40A
Monitor	EIZO LCD L355 /15 inch
Modem	3COM U.S.Robotics 56k External
Scanner	EPSON STYLUS C60SX
Printer	CANON N640P 600x1200 36BIT
UPS	Leonics Acura 500VA

Software Requirements

We should have the following software installed and working. The major software is a web server that helps the computer to perform the web server. So we use Apache instead of Microsoft Internet Information Server, because it is free and stable. We are using MySQL because it is quick and easy (also free). We are using PHP4 (also free again) because it provides session management functions.

Table 6.2 Software Specification.

SOFTWARE	DESCRIPTION
Web Server	Apache 1.3.9 or higher
Database Server	MySQL 3.22.20 or higher
Server-side Scripting Tool	PHP4 or higher with MySQL support compiled in
Web Development Tool	Edit Plus 2.11
Flash Animation Development Tool	Swish V2.0
Java Applet Development Tool	ANFY 2.0
Graphic Tool	Adobe Photoshop version 7.0.1
Screen Capture Tool	HyperSnap-DX version 4.22.01

6.2 Setting Up Database Driven Websites

Before development begins, we have to install web server, an SQL database server, and a server-side scripting tool that ties everything together. Some of the more popular tools for doing this are Apache, MySQL, and PHP4.

It is helpful to have a feeling for what goes on behind the scenes, so here is an over simplification of how things would work, This diagram is not really correct but it should be enough for now:

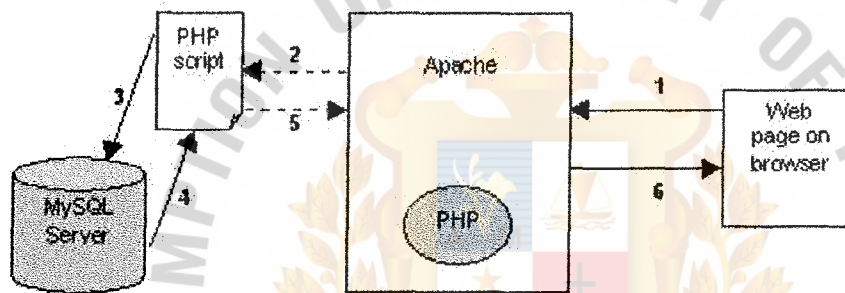


Figure 6.1. Web Server and Database Server Working.

So let's set the scenario. We have a web page that pulls some data out of a database. The user requests this page from his browser and the request is sent to the web server which in turn calls a PHP script. The PHP script is executed by the PHP preprocessor which pulls data from the database. The results are then messaged by the rest of the PHP script and turned into HTML. The final HTML gets sent back to the user's browser.

Let's look at this step by step:

- (1) The user clicks on a link from his web browser; his web browser sends a request.

- (2) The file which has the extension name like “.php” is a PHP script that contains commands. One of these commands is to open a connection to a database and grab some data. PHP knows how to talk to the database, so it does its work.
- (3) The data comes back from the database, and the file which has extension name “.php” does something to format the data. Typically, this would be to make it look pretty before formatting it into HTML.
- (4) The HTML goes back to Apache.
- (5) Apache sends this back to the user's browser, as the response to his request. The user now sees a pretty web page containing some information from a database.

Again, that is not 100% correct but it is enough to understand what goes on. Now we have a basic understanding of what we are trying to accomplish.

6.3 Building a Product Catalog

E-Commerce systems, no matter how fancy or how simple, involve three basic functions: Displaying a product catalog, allowing customers to browse through the product catalog and allowing customers to buy items from the product catalog.

What do you do when you visit an online merchant? You look through their product catalog to see what they have for sale. Let's say you find something that you like and would like to buy, you would add the item into your shopping cart and then eventually complete the order by supplying payment information.

- (1) User visits the website and accesses the product catalog.
- (2) The server generates the product catalog by reading the items from the database.
- (3) User browses through the catalog and adds items into his shopping cart.
- (4) The server updates the user's shopping cart with the items he has selected.
- (5) User goes to the checkout to complete his order.
- (6) The server generates his order summary by calculating the price of the order.
- (7) User verifies the order, then supplies his credit card number for validation.
- (8) The server talks to a payment authorization service to validate the credit card.
- (9) The payment is authorized and the result is sent back to the server.
- (10) If all goes well, and John's transaction is saved into the database, the user waits for the socks.

That is the big picture of the entire process. For now it may be a little confusing, but as we go through each of the steps everything will make more sense. We will begin by creating the product catalog, and the maintenance scripts that will help us to manage it.

6.4 Managing Users with Sessions

Before we begin, let's quickly go over the concept of a session and the reason why we need it. It is hard to define what a session is exactly, so let's use an example that should be very familiar to you, such as logging in to your computer and using it every day. After you log in, your computer knows who you are. Every action that you perform is done so with your name. So what is so special about that is that we take it for granted every time we have to login to any system. What is the big deal with doing this on the

web? Well, the web (or specifically, the HTTP protocol) is connectionless. That means each request made to a web server is independent of all the other requests. Whereas your computer keeps information about you in memory and knows when you log in and out; a web server doesn't. A web server simply waits for requests and sends responses. Let's illustrate this a little bit:



Figure 6.3. Session Working.

Let's say we only have two people, User1 and User2, accessing Web Server, and their actions are like this:

- (1) User1 looks at the product catalog.
- (2) User2 looks at the product catalog.
- (3) User1 adds an item to his basket.
- (4) User2 adds an item to her basket.
- (5) User1 goes to the checkout.
- (6) User2 goes to the checkout.

Since HTTP is connectionless, each request is completely isolated from the other requests. So how does the server know who's doing what? How does the server know that actions 1, 3, 4 are from User1, and actions 2, 4, 6 are from User2? Well, to make a long story short, the web server doesn't have to know. It can continue on happily

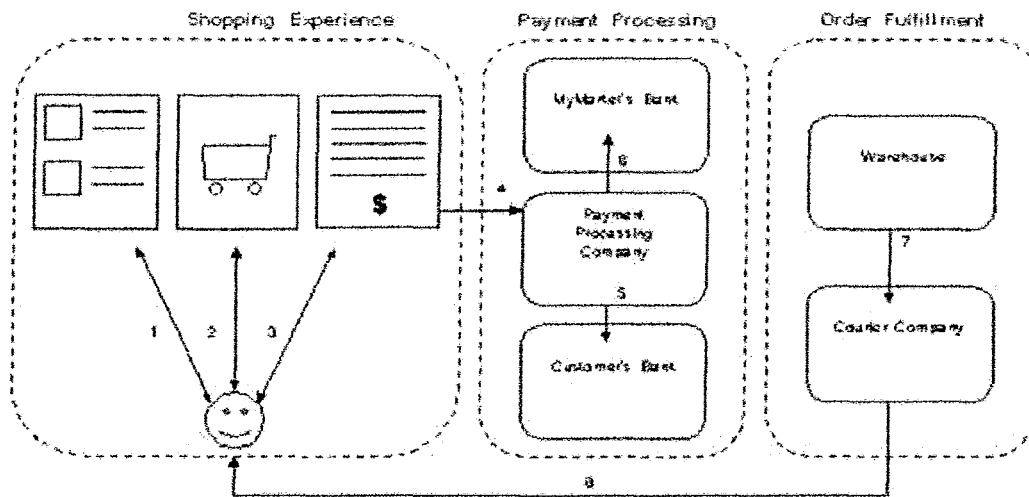


Figure 6.4. Shopping Carts Working.

This is the set of interactions the customer makes with MyMarket:

- (1) Customer browses the product catalog.
- (2) Customer adds items to shopping cart.
- (3) Customer confirms the purchase **Payment Processing**. Once the customer has confirmed the purchase, we have to process their payment.
- (4) Transaction goes to payment processing / transaction clearing company.
- (5) Company verifies the amount and takes it from the customer's account.
- (6) Company pays MyMarket (after taking off their processing fee) **Order Fulfillment**.
- (7) Warehouse gathers the products in the order for shipping.
- (8) Courier company ships the goods off to the customer, and the purchase is complete.

That is overly simplified, but it should help to get a feel for the whole process.

Our product catalog will be a means for the customer to see the products that we carry. Our products are (hopefully) sorted into meaningful categories, so what we have

to do is provide the user with an easy way to navigate the categories and see the products under each one.

Our category tree is built recursively, so our product navigation scripts are very easy to write. The general process will be like the following: (starting from the Top category)

- (1) PHP page to list all sub-categories under the current category.
- (2) When a user clicks on a sub-category, repeat step 1 with the selected sub-category

We can navigate and traverse the tree using just one script, clean and simple.

When we are displaying the contents of a category, we will show:

- (1) The sub-categories under the current category.
- (2) All the parent categories leading back to the top category.
- (3) The products under the current category.
- (4) A summary of the shopping cart.

Here is a simple layout that will do the trick:

Section 1: Header		
Section 2: Site Navigation	Section 4: Category navigation	
	Section 5: Cart Summary	Section 6: Product Listings
Section 3: Sub-category Links		
Section 7: Footer		

Figure 6.5. Product Catalogs.

Section 1: The site header is the standard header we have been using all along. It shows the name of the current page (DOC_TITLE) and login links.

Section 2: Our standard site navigation links go here.

Section 3: Here we will display a summary of the customer's shopping cart. We will show the number of items in their shopping cart as well as the total price.

Section 4: Here we will show the navigation path from the current category back up to the top category. For example, if you were currently in the **Icecream** category, it might look like this: **Top > Snacks > Icecream**

Showing all the categories that lead from the Top category to the Icecream category.

Section 5: This is the area in which we print out a list of all the subcategories under the current category. For example, if we were under the **Snacks** category, we would expect a list of sub-categories like **Chips**, and **Icecream**, etc. to show up here. If there are no sub-categories, we should print out "None".

Section 6: This is where we print out the products that are available for sale under the

current category. When a user clicks on a product, they should be taken to the product details page where we display detailed information about the product. We also provide a link here for the user to add the items into the shopping cart.

Section 7: Our standard footer that contains the cheesy slogan.

To recap, sections 4 and 5 work together in letting the customer navigate the product catalog (or more correctly the product category tree). Section 4 provides backwards navigation (to move up the category tree) while section 5 provides forward navigation (down the tree). Along the way, we display products in the current category in section 6, and we always show the shopping cart summary in section 3.

This is just an example of how you can arrange the screen. Since everything is in template files, you are free to rearrange things to make the site more customer-friendly. Make it easy to find your products, and make it even easier to buy something.

Now that we understand how we should build our product catalog, let's shift our attention to the shopping cart. What exactly is a shopping cart, and how should it be built? A shopping cart is simply a list of products that the customer wants to buy, so it turns out to be really easy to build. In fact, our shopping cart will just be an associative array of product ID's and quantities, and it will be stored as a session variable.

The basic operations that we would like to be able to do with our shopping cart are:

- (1) Add products to the cart
- (2) Remove products from the cart
- (3) Count up the number of products in the cart
- (4) Calculate the total price of the products in the cart

VII. GOLFMATCHING.NET WEBSITE

7.1 Homepage



Figure 7.1 Homepage.

The first page will show special focus section that is new products or news update of the web. The left-menu has list link to homepage about us, contact us, and Links. The top of the page contains six categories of product in golfmatching website.

7.2 About us

About us tells about the objective of Golfmatching and the company information.



Figure 7.2. About us.

7.3 Online catalog

Shop online is the most important menu for us, because this page includes online catalog and pricing & product policy. We describe them in details as follows;

Online Catalog

There are six products:

- (1) Drivers, (2) Irons, (3) Wedges, (4) Putters, (5) Shafts, and (6) Grips.



Figure 7.3. Drivers.



Figure 7.4. Irons.

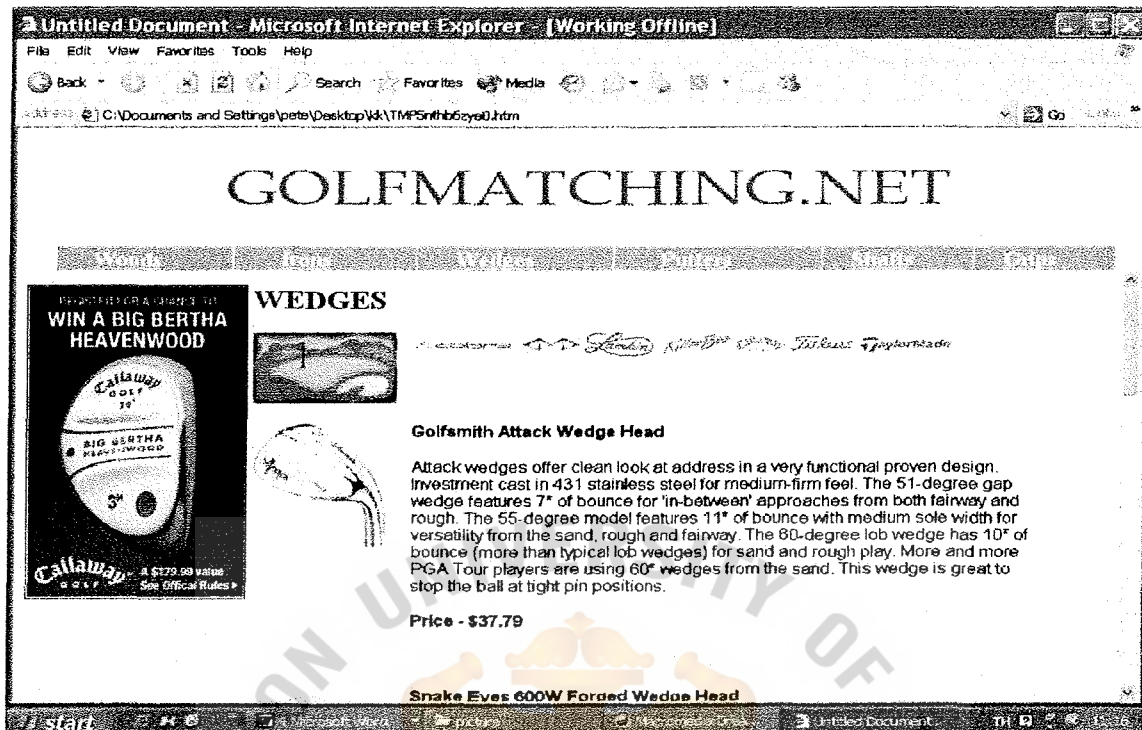


Figure 7.5. Wedges.



Figure 7.6. Putters.



Figure 7.7. Shafts.



Figure 7.8. Grips.

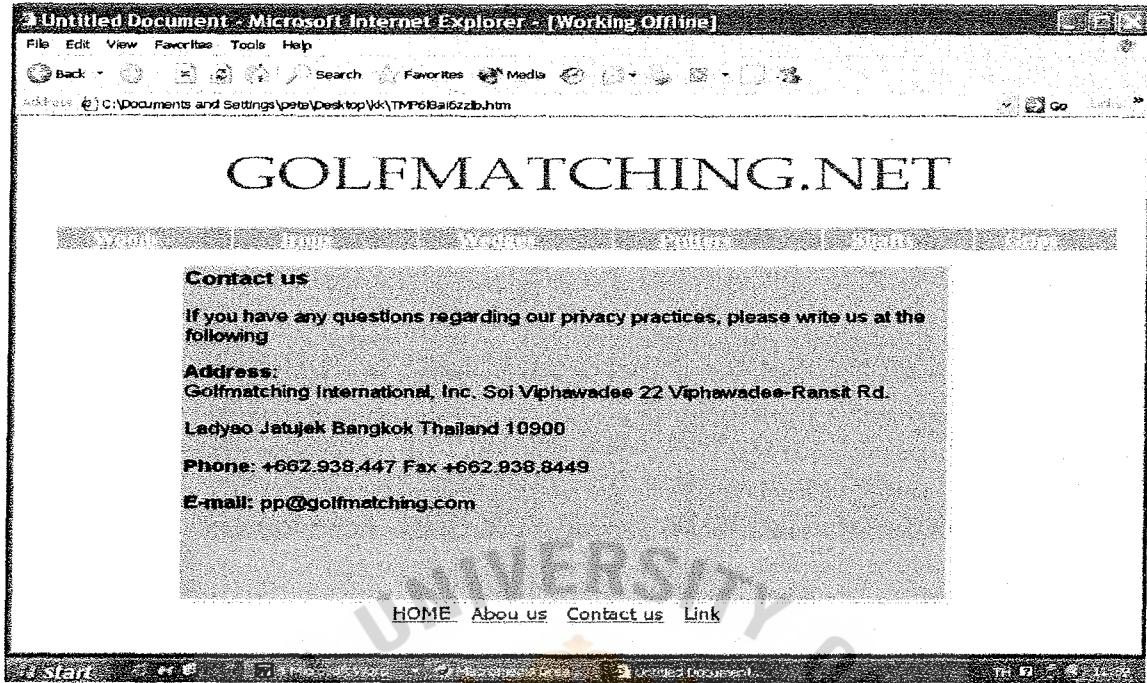


Figure 7.9. Contact us.



Figure 7.10. Links.

VIII. CONCLUSIONS

Golf is one of the major sports in the world today. Its influence transcends all socio-economic levels. For example, the President of The United States of America makes a point of trying to play golf once a week. Golf also eliminates boundaries between countries, meaning it is the most popular today and is played in almost every country in the world.

Golfmatching will be a completely online commerce site for customizing and selling golf equipment. The categories of golf equipment are various. However, the first time launching scope is composed of six categories, which are Woods, Wedges, Shafts, Putters, Irons and Grips. By using the web programming with database, we can manage many product files and update price easily.

Online customizing golf equipment service will be the first evolution of selling golf equipment online. After customers finish all selection process online, we confirm their order and begin assembling all selected parts by professional golf club makers. If the total process is completed, we deliver the best fit golf equipment to customers within two or three days after confirmed order.

The payment method includes two options: COD (Cash on Delivery, the sender gives goods to the receiver and the receiver pays cash to the sender) and credit card. In first launching, we use only COD method in Bangkok and the metropolitan areas.

Golfmatching also provides technical resources for building golf equipment, especially customers who buy the parts of golf equipment only. The resources include Clubmaking tutorial, Clubmaking movies and Shaft Trimming Notes.

IX. RECOMMENDATIONS

During the first launch, we still use COD (Cash on Delivery, the sender gives goods to the receiver and the receiver pays cash to the sender). However, we do not neglect to find the best way to develop the payment system with more security to make the customers trust our system. We plan to contact commercial banks and apply for electric payment shop to encourage online payment.

To make Golfmatching to become a perfect website that offers complete service to customers, the supply chain management must be implemented in order to supply golf equipment to customers on time. We plan to develop programs by using Internet Technology to link our vendors for purchasing the parts of golf equipment from USA.

Golfmatching plans to increase the number of golf equipment categories such as accessories for building golf equipment. Besides selling and assembling golf equipment, we plan to open the course in golf clubmaking equipment for golf players who need the best swing. Finally, we have set the objective to make Golfmatching the first complete customizing golf equipment in Thailand.

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