

ABSTRACT

It would be an understatement to say that the Internet has created frantic investment and hype over the last five years. Although the honeymoon seems to be over for some e-businesses, the entire area seems to be stabilizing to some extent. Strategies are maturing, and it seems that a compromise between the online and physical world is likely to be effective; the usefulness of incorporating bricks with clicks emerged about a year ago.

Online Thai Language Center is an e-commerce practicum project aims to establish an e-community for foreigners who want to learn the Thai Language. It is recognized that riches have been reaped by a few firms, but it seems that not everyone is so lucky. Several firms are faltering, and the future is very uncertain. Consequently, the Online Thai Language Center project was created under the basis of the market analysis to develop the Internet business plan that is most suitable for the current situation. Considered that there are a lot of target markets and needs out there, the best value set was decided to deliver to them. To be just a content provider that gives Thai language lesson can hardly be survived in e-business today, so the revenue model was figured to create from selling self-learning materials for people who want to further their Thai Language studying on their own.

The future of bricks with clicks Online Thai Language Center is an inspire project that gives the idea reality. It is a walk through a discovery that will repeal what we have previously thought negatively about online business, and lead everyone to the glorious future of e-commerce.