

Abstract

Research Title : E-Business Strategies and Internet Business Model in Thailand

Researcher : Mrs.Kantima Suphprasertsilp

Degree : Master of Business Administration

Major : Marketing

Advisor :

(Assoc.Prof Dr. PacapolAnurit)

..... / /

The purpose of this research aims to study business strategies of successful entrepreneurs who expand their business with the Internet and to investigate the current effective internet business models. This research employs a qualitative methodology. Data collected included ecommerce expert interviews and interviewed with 11 internet business entrepreneurs from November 2015 through to January 2016.

For the overall image of Thailand's E-commerce, the results revealed that a website is a major business channel of E-commerce entrepreneurs. Entrepreneurs also make use of social media application such as Facebook, Line messenger and Instagram to support their business. The successful business models can be divided into two categories based on a relationship with clients such as B2B (Business to Business) and B2c (Business to Customer) and a trading pattern such as catalogues, auctions, web-boards and marketplaces. There were ten business strategies of E-commerce building; 1) Entrepreneurs or sellers shall conduct a survey before starting an E-commerce business. The conducts shall involve their companies' readiness, existing market trends and stores. 2) Entrepreneurs or sellers have to consider a market trend in order to selecting products.3) Entrepreneurs or sellers have to consider customers' gender, age, interests and

product main features.4) Entrepreneurs or sellers build an online store based on a ready-made online store, an open source E-commerce platform, an online marketplace or a sale posting. 5) Entrepreneurs or seller must create a unique companies' domain name and a unique logo identity. 6) Responsive Web-design must be a responsive design for a wide range of devices from a smartphone to a desktop computer). 7) An effective online store management can support employees' performance at work.8) Customer service is very important in term of customer satisfactions and customer problem recovery. 9) Entrepreneurs or sellers give customers confidence in products by providing certificate marks such as sure shopping, TARAD Buyer, Protection, We Trust and DBD Registered.10) Entrepreneurs or sellers use various evaluation and measurement tools such as google analytics, google webmaster, google insight and google alerts.