

ETC COMPANY
ETC TRAINING MANAGEMENT SYSTEM
THE NEEDS AND EXPECTATIONS FOR
TRAINING MANAGEMENT SYSTEM IN
THAILAND

METINEE ADAM

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Student's Declaration

Name: Metinee Adam

Matric No: P-COM0052 / 07

School: School of Computer Science (Information Technology Technopreneurship)

Thesis Title: The Needs and Expectations for Training Management System in Thailand.

I hereby declare that this thesis in which I have submitted to *School of Computer Science* on 27 May 2009 is my own work. I have stated all references used for the completion of my thesis.

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Students Signature: Metinee A.

Date: 18/06/09

Acknowledgement of receipt by: Red

Date: 22nd June 2009

MOHD REDZUAN ASMI
Penolong Pendaftar
Pusat Pengajian Sains Komputer
Universiti Sains Malaysia
11800 Pulau Pinang, Malaysia

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KEPERLUAN DAN HARAPAN KEPADA SISTEM PENGURUSAN LATIHAN DI

THAILAND

ABSTRAK

Dalam tahun 2009, Syarikat ETC perlu menghasilkan satu sistem pengurusan latihan untuk kegunaan institusi latihan dan akademik di Thailand yang dinamakan ETC Training Management System. Syarikat ini akan beroperasi di Bangkok, Thailand. ETC telah mengenalpasti dua jenis pasaran. Pasaran yang pertama terdiri daripada institusi-institusi latihan yang merupakan pasaran yang terbesar dan pasaran yang kedua pula terdiri daripada institusi-institusi akademik di mana saiznya adalah kecil sedikit. Syarikat ini menjangkakan dalam tahun 2012, ia akan berkembang sehingga menjadi satu syarikat yang bernilai \$1 juta dengan hasilnya dijangka meningkat dengan ketara. ETC akan menghasilkan dan pasarkan satu produk yang sangat berfaedah dengan harga yang berpatutan untuk memuaskan keperluan dan harapan pelanggan. Oleh itu, penyelidikan ini perlu mencapai tiga objektif. Objektif pertama ialah untuk mengkaji keperluan dan harapan pengguna akhir dan pihak-pihak yang terlibat dengan institusi-institusi latihan dan akademik di Thailand. Objektif yang kedua pula ialah penyelidikan ini perlu mengkaji keperluan dan harapan institusi-institusi latihan dan akademik di Thailand kepada satu sistem latihan yang baru. Objektif yang ketiga ialah untuk mendapatkan penjelasan tentang keperluan dan harapan pengguna akhir dan institusi-institusi latihan dan akademik dan padankan dengan keistimewaan-keistimewaan yang terdapat dalam ETC Training Management System. Maklumat yang berkenaan diperolehi melalui temuduga yang melibatkan tiga puluh institusi yang sedang menjalankan perkhidmatan latihan di Thailand dan soal selidik yang menggunakan soalan-soalan tertutup yang melibatkan seratus lapan puluh peserta latihan di Bangkok dan provinsi-provinsi lain. Kajian ini mendapati bahawa keperluan dan harapan institusi-institusi latihan dan akademik ini ialah satu sistem yang dapat mengurangkan masalah yang dihadapi dengan penggunaan sistem yang sedia ada. Untuk peserta latihan pula, mereka memerlukan dan mengharapkan satu sistem baru yang ringkas dan mudah digunakan. Mereka juga

mengharapkan satu sistem yang dapat mengurangkan masa yang diambil untuk menyudahkan sesuatu tugas dan ketidaktepatan yang merupakan masalah-masalah yang dihadapi dengan sistem sedia ada. Kajian ini juga mendapati bahawa pihak institusi dan peserta latihan amat berpuas hati dengan sistem latihan ETC dan bersetuju bahawa sistem latihan yang berasaskan web ini menawarkan penyelesaian kepada masalah mereka. Lagi pula, ETC Training System bukan saja menawarkan satu sistem latihan yang bersesuaian dengan keperluan mereka tetapi juga menawarkan perkhidmatan tambahan kepada institusi-institusi latihan dan akademik untuk memastikan mereka mendapat satu sistem yang lengkap dengan harga yang mampu beli.

THE NEEDS AND EXPECTATIONS FOR TRAINING MANAGEMENT SYSTEM IN THAILAND

ABSTRACT

In 2009, ETC Company needs to create training management system software for training and academic institutions in Thailand named ETC Training Management System. This company will be located in Bangkok, Thailand. ETC has identified two distinct market segments. The first one consists of training institutions which is the largest market segment and the other one consists of academic institutions which is the second largest market segment. The company expects that in 2012 it will grow to be a \$1 million company with increased revenue forecasts. ETC company attempts to produce and serve the beneficial product with affordable price to fulfill customers' needs and expectations. Thus, this research needs to achieve three objectives. First objective is to study the need and expectation of end-users or participants of academic and training institutions in Thailand. Second objective is to study the needs and expectations of the training institutions in Thailand for a new training system. Third objective is to explain the needs and expectations from both of end-user and academic and training institutions compared to the ETC Training Management System's features. The information was collected by interviewing thirty institutions which are practicing training services in Thailand and questionnaires, closed-ended question, were used for one hundred eighty training participants in Bangkok and other provinces. This survey found that the needs and expectations of academic and training institutions are the offered system which can reduce the problems that are faced with the existing system. In terms of training participants' needs and expectation, the participants also would like a new system that is simple and easy to use. They also prefer a system which can reduce the time taken in completing a task and the inaccuracy that appear to be problems with the existing system. It subsequently found that both of the institutions and training participants are satisfied with ETC training system and agree that this web-based training system is the solution to their problems. Besides ETC Training System not only provides the

training system that is suitable for their requirements but also offer the augmented services to academic and training institutions to ensure they will get adequate system with affordable price.

SECTION 1.0

EXECUTIVE SUMMARY

1.1 Company

ETC Company is a start-up organization was found by Mr. Ravee Adam in 2009 whose vision is to create the training management system software for training and academic institutions in Thailand named as ETC Training Management System. ETC Company will be located in Bangkok, the capital city of Thailand.

1.2 Management Team

ETC Company management team consists of managing director, sales and marketing manager, information technology manager, financial manager and research and development manager. The responsibility of each position is clearly outlined and all of our employees have good education and experience background in the related field.

1.3 The Product

ETC Company offered ETC Training Management System together with augmented services to academic and training institutions to ensure that the customer will get the solution that fit and suitable with their needs and fulfill their requirements as well.

1.4 The Market

ETC has identified two distinct market segments. The first one is training institutions as the largest market segment and the other one is academic institution as the second number of market segment.

1.5 Financial Projection

ETC Company is a dynamic company that was built on humble beginnings in 2009 and will grow to a \$1 million company with increased revenue forecasts for 2012. This is all the more impressive when consideration that this was all done with investments from the owners, no outside capital was secured.

1.6 Mission

ETC attempts to produce and serve the beneficial product with affordable price to fulfill customer's needs and expectations.

1.7 Key to Success

- Develop web-based software for training management system that is easy to use and compatible with any platforms.
- Implement a strong marketing campaign to develop awareness of the software and its benefits within all of the training and academic institutions.
- In terms of expenses, keep other expenses low to make achieving profitability easier. There is no need to spend a lot of money in order to accomplish goals quicker.
- Focused and well-defined long range goals for longevity, to allow flexibility and growth.

SECTION 2.0

INTRODUCTION TO THE COMPANY

2.1 Company background

ETC is a software developer and Internet application solution company that provides the training management system in the name of ETC Training Management System to the academic and training institutions in Thailand.

Initially, ETC was only software development department which was part of Acaza Media Company that provides computer graphics and internet solutions to serve customers in Thailand for the past ten years. After that Acaza Media Company was assigned to maintain and develop technology usage in the companies in Thailand as encouraged by government. For this reason Acaza Media Company tried to push up ETC Company, the novice software development company to start-up business in specializing in software development and web-based software solution development.

ETC provides training management system software for academic and training institutions. ETC identifies customers' needs and works with enthusiasm to address these needs. Although ETC is a new company, ETC has an expert management team which is both efficient and competent to develop a product to fulfill customers' needs and satisfaction.

Moreover, ETC company plans to serve and provide other software to fulfill the client's need and expectation in the future especially for the web-based application in Human Resource Management and Marketing Management. For example, the Customer Relationship Management (CRM) software that helps the company to track the customers' needs and requirement. On the one hand, this web-

based software will retain existing customers and on the other hand, it also will attract the new customers.

2.1.1 Company Locations and Facilities

ETC Company will be located in a home-based office at Silom-Sathon road, Bangkok, a business area in Bangkok that is surrounded by business environment and facilities to facilitate the company in terms of communication and transportation, and also technology facilities including wireless Internet access from government that cover all of this areas. Moreover Bangkok is the capital city of Thailand which is also the centre for all technology development and research centre where Software Industry Promotion Agency (SIPA) that is one of the key strategies to enhance the country's industrial competitiveness in software industry is situated.

Figure 2.1 shows the ETC Company's office and location. This picture includes both the office building and city map to show the location of the company. ETC Company's location is not far from the main post office and not far from monorail and light rail transit station to facilitate the business and people around there.

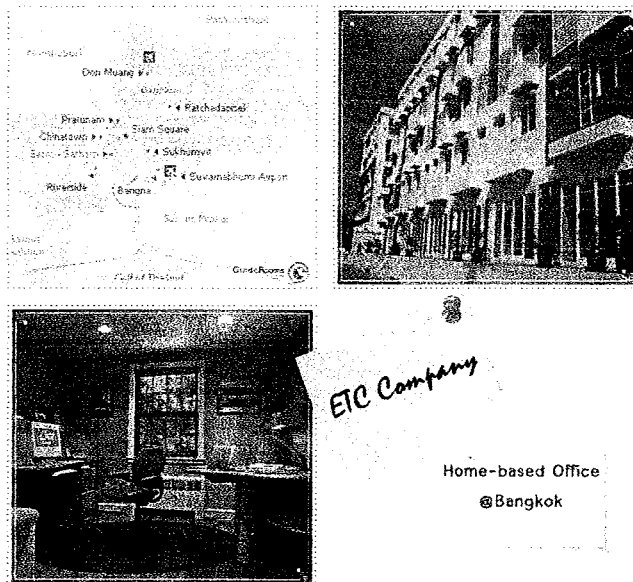


Figure 2.1 Location of ETC Company's home-based office in Bangkok

2.1.2 Company Objectives

ETC will be the market leader in the training management systems software. ETC uses extensive demo testing to ensure the user-friendliness and accuracy of its software systems prior to their introduction into the marketplace. One of ETC's top priorities is creating and preserving customer satisfaction. Customers are involved at every stage of the development process in order to determine their needs and the key features to be integrated into our products. Establishing and monitoring customer requirements is the foundation for ETC's quality program and provides objective measures of ETC's performance. ETC will continue to work with, and listen to customers with a focus on ensuring that their satisfaction remains a top corporate priority.

ETC executives are responsible for creating and sustaining a clear and visible quality program along with a supporting management system to guide all activities of the company. ETC is dedicated to maintain an environment that is conducive to full

employee participation, continuous improvement, and personal and organizational growth.

2.2 Business Intent

2.2.1 User pains and problem of existing product

The training system that most of academic and training institutions in Thailand currently use is the paper-based system. The institutions' customers have to walk-in or call up the institution to check the training course, apply for course, wait for registration confirmation, make a payment and wait for payment confirmation.

From all processes mentioned above, the customers have to face the complicated and uncomfortable registration process. Moreover, the customers have to spend a lot of time to wait for confirmation. Most of the customers are working people who do not have much time because they have to work in the day time having only one or two hours to rest during lunchtime. So these are the users' difficulties of the currently used training management system.

Moreover the existing system do not only have the tardiness and complicating problems but also allows mistakes to occur with inattentive of institutions' officer in recording details during registration and payment. Sometimes the error occurs because of careless work of the officer that can cause customers' disappointment in the institution's working process. For example, the customer who has already paid for the training fees and already got the receipt from the academic or training institution is still asked to make the payment because the record of the institution still shows that the customer had not paid yet. This is just an example that shows the problem in using the current system in training and academic institutions.

2.2. 2 nice – to –have and opportunities.

Due to the above problems, ETC Training Management System has offered to provide solutions to those problems.

- Reduce the tardiness of the training process.
- Provide concise and accurate system to the customers by allowing customers to check both register and payment records to solve the problem that they have faced with existing system.
- Ensure the institutions and their customer that the document and receipt are available in the system for checking and print-out. Moreover they can check from anywhere, anytime they desire through the online system.
- Comfortable and user-friendly software.

2.2.3 Product or services offered

ETC Company will offer academic and training institution with efficient training management software named as ETC Training Management System. Moreover ETC Company also provides the augmented service that will ensure the customer to get the solution which fulfills their requirements.

ETC Training Management System is a web-based software for training management system that will help out the client to accomplish their goal when they use ETC training management system as a vital tool in conducting training programmes. Moreover this software can be used easily by reducing both the time and resources of the company. ETC Training Management System is a web-based software which is simple to use. So, the users do not need to have an advance knowledge in information technology. Eventhough ETC Training Management System is designed in simple style, it can be adapted to meet the customer's

requirement by offering the customization service to the customers. In addition, ETC Training Management System is easily adapted and capable to be integrated with other collaborative tools such as Dreamweaver and the clients email applications.

For the augmented services, ETC Company also provides to the academic and training institutions the consulting, training, maintenance and customization services together with the core product.

2.2.4 Market need

- **Customization service that serves and fulfils customer's needs and requirements.**

Customers will want to get the unique application that suits their business. For this reason, ETC Company realizes the importance of fulfilling the market needs. So ETC will provide the customization service as a solution to further strengthen the clients' brand.

- **Easier and decreasing the cost of operation**

Customers need easier way to work and deal with the training process. Moreover the main point of the client's need and expectation is the lower-cost operation.

- **Speed and efficiency information**

ETC Training Management System will solve the tardiness of the existing system in the registration, payment and evaluation processes. Besides, academic and training institutions' managers will have the ability to monitor the progress and profitability of their training course.

2.2.5 Degree of innovation

Although this web-based software is not a new and amazing product in the market, the ETC training management system that will be marketed in Thailand can be considered as the new system for them. The academic and training institutions in Thailand are only having institution websites that provide the details and background of institution only. They do not have online training managements. Moreover, in Thailand for this type of software, ETC has only one direct and two indirect competitors. From the number of competitors in the market, it is viable for ETC Company to launch ETC Training Management System to the market.

2.2.6 Feasibility and Profitability

After ETC Company attempted to search for information about the training management system in Thailand with the Software Industry Promotion Agency (SIPA) and The Association of Thai Software Industry (ATSI), ETC realized that the education sector tends to use information technology as a tool to accomplish its goal. So, this trend makes it feasible for ETC Company to market its Training Management System because it looks like the company will gain from it and it will enable ETC to accomplish company's goal. Currently the academic and training institutions in Thailand also get the encouragement from government to improve their working system to support the future plan in term of information technology development as addressed in Model Scheme of Developing Software Industry in Thailand (SIPA, 2008).

2.3 Growth Strategies

2.3.1 Financial Strategies

The financial strategies of ETC Company as addressed in the early part of this dissertation are quite impressive because ETC Company will only use the investments from the owners, meaning that no outside capital will be secured in the first three years of operation.

Ministry of Information and Communication Technology (MICT) of Thailand and Software Industry Promotion Agency (SIPA) offer the start-up business fund to software development companies and freelance programmers to encourage them to develop software or innovative product to support the economy system in Thailand and also to increase the competitive advantage of the company in the global market. Since 2006, the government has improved the policy for ICT business by increasing the fund and offers the tax deduction to the software development companies that agree to sign their names to be members of The Association of Thai Software Industry (ATSI).

ETC Company will sign to be a member of the ATSI and hopes to receive the fund in the fourth year of operation from MICT and SIPA to develop the company's operation for building Thai software competitiveness to generate economic value and revenue to the company and the country as well.

2.3.2 Technology and Product Development Strategies

ETC Company plans to develop other software which are related to human resources management and marketing management such as Customer Relationship

Management (CRM) Software for solving the problems in retaining the existing customers and attracting new customers.

2.3.3 Marketing Strategies to increase market or mind share

ETC Company would like to grasp 5 percent of all 11,955 academic and training institutions in the first year operation through direct mailing. In addition, ETC will offer a substantial introductory discount during the first 6 months of initial product release to the customers to urge them to buy ETC Training Management System.

ETC will advertise extensively in publications including the updated news and features of the product in order to maximize product exposure and sales. Apart from that ETC will also target its promotional effort at Education and Training Exhibition, EDUTRA that is conducted once a year in December. Furthermore ETC Company will employ the Pay Per Click Management which is suitable for the internet media selling and buying (Zikmund W, 2003) including search engine submission and email campaign. For search engine submission as a tool to enable the customers who search for information to hit the meta of ETC Company's website. Besides, ETC Company's website maintains the subscribed mailing list of the customers and website's visitors who apply to receive the updated news from the website.

2.4 Target Market

ETC will use target marketing as a means to leverage marketing and sales resources, build early volume, and develop customer relationships. ETC Training Management System software will be targeted at academic and training institutions

requiring training system for their institutions. This product is targeted to approximately 5 percent of 11,955 domestic institutions in the first year of launching of the product and will increase by 10 percent and 15 percent in the second and third year of operation.

ETC will initially target companies through alpha and beta testing in order to establish market presence and gain additional credibility. Moreover ETC Company will do the marketing research before launching the ETC Training Management System to the market to confirm that all of the institutions are in need of faster, more efficient compliance processes that will save them time and money. ETC's compliance software systems fill this need.

2.5 Revenue Model

ETC Company generates its revenue via 4 channels:-

- **Call up order through toll-free number.**

This channel enables the customers to purchase directly from ETC Company by using toll-free number. Besides, customers also can use toll-free number to enquire some information and to complain should any problem occurs while using ETC Training Management System.

- **Online transaction through ETC Company's website.**

ETC Company developed company's website as a means to provide information about company and products. Moreover, it also provides the demo version of the ETC Training Management System for the customers to try to log in and learn the function. After that the customers who want to purchase can go through the purchase process through the website and also make the payment by either

transferring money to company's bank account or using credit card and other payment methods such as the OK-Cash card.

- **Augmented services include training, maintenance and customization services.**

ETC Company not only provides the training system to the market but also offers the augmented services such as training service where ETC company will train the clients on how to use the software properly and demonstrates full capabilities of software which are worth the cost that customers have to pay for. For the maintenance service, ETC Company will start charging the customers after one-year warranty has expired. The last service that ETC Company will provide to the customers is customization service. This service will aim to meet the customers' needs and expectation and fulfill customer's satisfaction. Besides, the customization service offers an element of uniqueness for the customers in terms of designs and some functions that customers want ETC Company to add to the standard product.

- **Banner advertisement in ETC Company's website**

ETC Company realizes that another method for the company to earn revenue is by hosting a banner advertisement in ETC Company's website offering the same price as the competitors'. ETC Company offers the customers who would like to put up the banner advertisement on its website an affordable price of RM 120 / month or 1,200Thai Baht (Currency rate 1 RM= 10 Thai Baht).

2.6 Operational Setup

ETC Company is determined as a small company because the number of employees is not more than 10 (Sirinard, 1998). Initially ETC Company's office is

located in Sathon-Silom Road, Bangkok, Thailand. It is a home-based office using the managing director's house as the office.

ETC Company will register to be a member of Association of Thailand Software Integration or ATSI to acquire more advantage from ATSI's membership. ETC will start-up business and launch the product to the market in 2010.

ETC Company provides customer services via company's website, e-mail and telephone whichever is the most convenient for customers. Customer service is available to the customer during the office hours through a toll-free number. Moreover, the Frequent Answer and Question (FAQs) will be posted on website to support the customer service.

2.7 Long Term Goal of company

ETC plans to offer more software products and services to customers as follows:

2.7.1 Product

ETC will provide a web-based software for other function of Human Resource Management (HRM) because human is a precious resource in the organization. Realizing this, ETC is going to make human resource as a main focus in developing our company towards the future.

Besides, ETC Company plans to develop software for marketing management such as Customer Relationship Management (CRM) software to retain the existing customers of the organization and attracting new customers.

2.7.2 Service

ETC plans to offer the web hosting service to customers in the future to provide them with comfort and support by offering a one-stop service.

2.8 Market and Competitor Information

Software Industry Promotion Agency (SIPA) under the control of the government addresses and develops the model scheme for developing software industry in Thailand. The main purpose of this model scheme is encouraging the software industry in Thailand to improve their capabilities and competency to enter the global market in the next several years. Besides, the model scheme is a guide for the organizations who want to start-up business in software industry.

SIPA cooperates with The Association of Thai Software Industry (ATSI) to sign The Memorandum of Understanding (MOU). The main objective of MOU treaty is to promote and to encourage the use of Thai software by increasing the usage volume of Thai software and decreasing the usage of imported software from foreign countries. In December 2008, SIPA and ATSI conducted a marketing campaign using the “Buy Thai First” slogan in line with the MOU treaty’s objectives. This campaign which also includes the sub-project “Thailand Software Yes 20” that SIPA and ATSI will be provided to the new software development companies that have qualifications and specifications deemed appropriate to be the role model and representative for software industry of Thailand in the global market.

In view of all information addressed above, it encourages more companies to provide product and service for business support by incorporating information technology.

Presently, the competition for this product is not so aggressive. There are only one direct competitor and two indirect competitors in Thailand. Anyway ETC is unique and different from the competitors by serving customers with the web-based software that is not only equipped with registration function but also payment and

evaluation functions of training. ETC Company addresses two types of competitors (Umarin, 2007)

2.8.1 Direct Competitor

The direct competitors of ETC Training Management System are those selling the training management system for academic and training institutions (Umarin, 2007). These are companies that customers can easily buy from instead of from you (Patthumwan,2008).

- Bi-o Soft

Bi-o Soft provides the Training System named “Bi-o Soft 1.0” to the training and academic institution. Bi-o soft offers only registration function to the training institution but not any supporting services to the customers.

2.8.2 Indirect Competitor

Indirect competitor is the company which offers software which provides similar features to the ETC Training Management System but used in other industry such as the software that is suitable for in-house training in organizations other than the academic and training institutions. Indirect Competitors are businesses that are offering products and services that are close substitutes. These competitors are probably targeting your markets with the same or similar value proposition, but delivering a different product (Patthumwan, 2008)

- G I I G

GIIG was introduced to the market in January 2008 as a software solution for human resources management that includes all functions of HRM including training. However, it does not provide the payment and evaluation report in the system.

- HPS Intelligence

HPS Intelligence's features including price and specifications are similar to GIIG. HPS Intelligence does not provide the payment and evaluation report and is also suitable for the company or organization that have their own in-house training; the same as GIIG.

2.9 Strength and Weaknesses or SWOT

- ETC Company has an efficient and expert management team.
- ETC Company's location is very ideal and suitable for a software development company.
- Reduce the time for training processes involving the customer registration for course, payment, evaluation process to estimate the quality and satisfaction of the client for each course of training.
- This web-based software is easy to use by using the simple navigator style in the website.
- Facilitate the organizations and their clients.
- ETC Training Management System provides a unique product through customization service that makes each client's system different from initial product.

Weaknesses

- ETC Company is a new company. So, we have to strive to gain the trust of our customers in our quality.
- Price might be higher than competitor's prices.

- ETC Training Management System is quite simple compared to other software outside Thailand that provides the similar products.

Opportunities

- Thailand government sector encourages and distributes the fund to start-up software development companies.
- Government's policy on software development company which provides a tax deduction.
- In Thailand, there are also many organizations and associations that support both resources and capitals to new software development companies

Threats

- The economic and political crisis in Thailand.
- The number of competitors tend to increase because of the encouragement of the government sector.

SECTION 3.0

EMPLOYMENT OF KNOWLEDGE WORKERS

3.1 Introduction

Ford H. (1947) quotes “Coming together is a beginning. Keeping together is progress. Working together is success.” This quote mentioned about the power of teamwork and working together in a team in achieving the organization’s objectives and goals.

ETC Company also realizes the importance of the management team. So ETC Company attempts to recruit, make the selection and ensures that ETC will achieve the heart of human resource management as the quote “the right man to put in the right job” by using the tool as follows: (Klongpayabal, 2007)

- Job Description (JD) to define in writing the responsibilities, requirements, functions, duties, location, environment, conditions, and other aspects of jobs.
- Job Specification (JS) or Role Profile as the tool that may include education, experience-level, knowledge and skill sets, as well as any physical limitation that is needed for the specific job, or position.

ETC Company will motivate employees with working environment that is very similar to the family’s company as the Indian Philosopher, internationally esteemed for his doctrine of nonviolent protest, Mahatma Gandhi (1932) quotes that “I offer you peace. I offer you love. I offer you friendship. I see your beauty. I hear your need. I feel your feelings. My wisdom flows from the Highest Source. I salute that Source in you. Let us work together for unity and love”.

As a startup company, ETC Company does not require many workers in the beginning and knowledge workers are an essential value to the company to push the company forward.

3.2 Management Team

The ETC Company Management Team mainly consists of:

- Mr. Ravee Adam as the Managing Director

Mr. Ravee Adam graduated with a master of business administration (MBA.) from Chulalongkorn University (1st honor) in 1990. After that he started up his own business in Travel and Agency tour; named as Phuket Travel and Tour. In 1991, Mr. Ravee and his partner, Sam Travin decided to change the business operation from the travel and tour agency to the booking and reservation for travel and tour through Internet which is famous among Thais and foreigners tourists until now.

Mr. Ravee has got more than ten years experience in managing and controlling an online business travel and tour agency. Moreover, Mr. Ravee is knowledgeable in Information Technology especially on software development because he used to be in the development team of “PLAWAN” which is an Internet Browser for Thai people that can filter websites for youths.

Managing Director is the head of a major business unit. The role of a Managing Director (MD) is to design, develop and implement the strategic plan for the company in the most cost effective and time efficient manner. The Managing Director is responsible for both the day-to-day running of the company and developing business plans for the long term future of the organisation.

- Ms. Siripat Chodchuang as Marketing Manager

Ms. Siripat is a lecturer in the Faculty of Liberal Art and Management Science, Prince of Songkla University, Surat Thani Campus. Furthermore Ms. Siripat is pursuing a Doctor of Philosophy in Marketing at University Sains Malaysia. Ms. Siripat has got a working experience as a lecturer in both marketing and accounting since 2002 until now. The courses that she taught were Marketing Management, Principle of Marketing, Consumer Behaviour and Service Industry Marketing.

- Ms. Metinee Adam as Information Technology Manager

Ms. Metinee graduated with a bachelor degree in Business Administration from Prince of Songkla University (PSU), Surat Thani Campus in 2006 then continued to a master degree at University Sains Malaysia in School of Computer Sciences (Information Technology Technopreneurship).

While studying in the Prince of Songkla University, she also participated in many technology and business competitions and won a prize in the Microsoft Office Specialist Olympic 2005 in Bangkok, Thailand. Besides that, she has also got 3 years experience as Chief of Information Technology of Student Union PSU Suratthani Campus (2004 – 2006). She also has one year working experience in Wow.com Internet café in Phuket, Thailand.

- Ms. Ularat Thongsom as Financing and Accounting Manager

Ms. Ularat Thongsom graduated from Prince of Songkla University(PSU), Suratthani Campus in Faculty of Business Administration majoring in Finance and Accounting.

During her study at PSU she also participated in many competitions and she also organized the 2006 “An organizer of Thailand Security Institute (TSI) Training” at Prince of Songkla University, Suratthani, Thailand. Then she participated in “The 1st Demonstrated Business Game” by Faculty of Commerce and Accountancy, Chulalongkorn University.

She has one year working experience as Customer Service Agent, English Support at H.T.N. Co., Ltd. (<http://www.HotelTravel.com>) and A Practical Trainee as a Sale support staff at PTT Public Limited Company, Bangkok (March-May). She is also a support staff of Seminar in Management issue at Prince of Songkla University, Suratthani, Thailand.

- Mr. Ekarat Sitisan as Research and development Manager

Mr. Ekarat Sitisan graduated from Prince of Songkla University (PSU), Pattani Campus in College of Islamic Studies in 2005. After that he continued to do his master by research in Islamic Development and Management in School of Social Sciences at Universiti Sains Malaysia. His research title is zakat fund administration in Bangkok, Thailand.

During his bachelor degree at PSU, he was appointed to be the Chief of Information of Student Affair of College of Islamic Studies in 2003. In 2004, he was appointed to be the Chief of Knowledge of Student Union of Prince of Songkla University, Pattani Campus for a year. He was also a representative of the university students for a research project of Thai government. Before he did master in Malaysia, he worked as a Sales Representative for SVT Company at Suvarnabhumi International Airport, Bangkok.

For further information about each key personal of ETC Company, please refer to the Curriculum Vitae in Appendix A.

3.3 Organization Chart

The duties and responsibilities in each position of ETC Company's management team were discussed in section 3.2. This section will describe the management team by using an organization chart that makes it easy to understand and the organization's administrative levels are clearly illustrated.

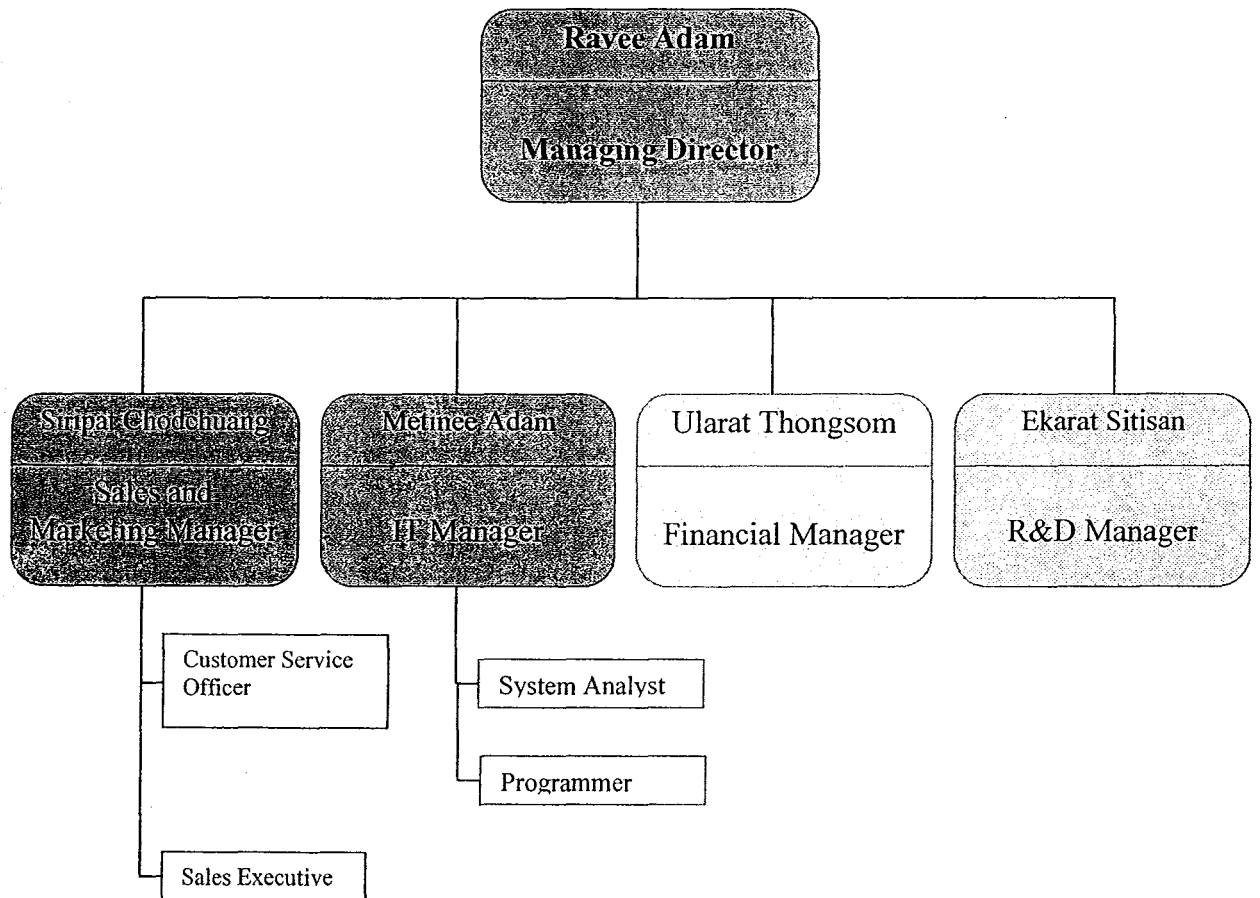


Figure 3.1 Organization chart of ETC Company

3.4 Human Resource Plan

Human resource is very precious for every organization because it can push the organization towards achieving its objectives (Sirinard, 1998). Great capital for the organization in the globalization is the human resource (Klongpayabal, 2007). From the quotation of the success businesswomen above, it was mentioned that the success of an organization does not only depend on good product or services but also on human resource or workers in the company. Human resource is important to propel a business according to the goals and objectives of the company or organization.

ETC Company realizes the importance of the human resource, hence ETC Company administers the human resource plan in developing the man power in the company to run business to achieve its goal.

Table 3.1 shows the human resource planning for ETC Company in the first three years of operation.

Table 3.1 Human resource planning for the first three years of ETC Company

Position / Role	Y1	Y2	Y3
<u>Director/ Chairman</u>			
Managing Director	1	1	1
<u>Sales & Marketing Division</u>			
- Marketing Manager	1	1	1
- Customer Service Officer	1	1	1
- Sales Executive	1	1	1
<u>Information Technology Division</u>			
- IT Manager	1	1	1
- System Analyst	1	1	1
- Programmer	1	1	1
<u>Finance Division</u>			
- Financial Manager	1	1	1
<u>Research and Development Division</u>			
- R&D Manager	1	1	1
Total No. of worker	9	9	9
Total knowledge worker	9	9	9
Total foreign knowledge worker	0	0	0
% of knowledge worker	100%	100%	100%