

**E-Biz of Photo Films Outlets in Malaysia:
A Review of Two Cases Venturing Into E Business in Varying Levels**

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Abstract.

The importance of online business to get a competitive advantage is well known. It is important to determine through a review of some outfits that have taken the initiative. The researcher therefore analyzed the progress made by technical and marketing issues of two photo film outlets in Kuala Lumpur to verify the above. One of this was a well established outfit but due to conservative mindset delayed this technological opportunity, while the other is a new entrant in this sector as well as location, but was enterprising enough to enter into online business ahead of the older player and thus reap the fruit. Efforts were made to see whether the learnings of one could be sued for the other and the steps for other outfits with the same dilemma in investing in new technology where consumers are yet to progress at par with the technology and perhaps have scant respect for its presence.

Key words: *e biz, photo film retail outlets, technical highlight and marketing highlights.*

Introduction

With its broad reach and flexibility, e-commerce is becoming an increasingly important selling channel for today's businesses. The benefits of marketing on the internet are many; however, this does not mean that every company should market their products and services on the internet. Thought must be given to the target market and the products and services being sold. Are the target market likely to search the internet for the products and services, or would they be more likely to get to the store for instance? There are of course, costs involved in marketing on the internet and they can vary vastly. For any company embarking on such a course, the most important factors is to ensure that the functionality and design of the website is relevant and it is able to fully utilize its e biz potential, otherwise it's just simply a dormant. Since this is a highly customer oriented industry and online would have far more benefits than any e-mall or digital market places, it is felt that a study of this nature may be useful and relevant for both academicians and services sector. Due to time the depth of analysis was restrained to the firm with no

review at the customer satisfaction levels and their varied expectations from this sector that e biz would have thrown open to. From our observation, with the trend of digital camera and phone camera becoming so much of a part in the lifestyles of the youngsters and of the working young adults, the number of digital images captured is expected to continue to grow. According to a study, the trend of home printing is declining in favor of professional services due to better quality and cheaper digital imaging services offered. As such instances, targeting on these technological inclined and internet savvy market to indulge in an online digital imaging printing experience is indeed a good business move that should be considered. What more with the fact that today's world is a connected one. Even many firms that have always relied on face-to-face customer interaction has launched e-commerce websites, of which what Company B nearest yet younger competitor, Company A has embarked on. Hence, it's about time that Company B starts to plan on one to fully gain the advantage of the power of internet. As a researcher, one would like to review the e-biz skills of both companies and their e-biz plans to enhance their reach beyond the shores of Malaysia by integrating multimedia and marketing strategies so as to leverage the company to a new and dynamic phase of marketing.

Literature Review

In services operating on low margins but high volumes, the only way to survive is to raise the expectations of consumers to increase patronage, then successfully meet these expectations (Kenneth E. Clow, 1995), realized after examining the antecedents of such firms. This is achieved by customer driven manufacturing that enables a more competitive response in today's difficult markets. This requires more than mere co-existence, it requires a shared partnership between the core parts of the firm. Shared understanding of marketing and manufacturing's approach is the starting point. (William L. Berry et al, 1995). Further, the last decade of the twentieth century brought with it exponential growth of electronic commerce (EC). The growth of business-to-business (B2B) EC outpaced that of all other forms

of EC and the same could be well benchmarked (.Ronald E. McCaughey (2002), “Benchmarking business-to-business electronic commerce”, *Benchmarking: An International Journal*, Vol. 9 (5) pp 471 – 484. It is also found that collaborative partnerships between supplier and buyers can be achieved both via trust and through electronically mediated exchange. Results also indicate that electronically mediated exchange more readily enhances collaboration in exchange relationships involving standardized products, while trust plays a larger role when customized products are being exchanged (Niklas Myhr, 2005). However ethical basis is crucial while planning a relationship marketing that underlies e commerce applications, achieved by establishing, sustaining and reinforcing paired with specific virtues (trust, commitment and diligence) to validate this hypothesis (Patrick E. Murphy et al, 2007).

- To understand the underlying factors of success in e-business tools integrated with marketing strategies and the influence on consumer satisfaction levels.
- To enhance the development of the second unit with the theory and practices noted for the study of e- business strategies focusing on the service of delivering digital imaging online and attracting newer customers, mainly those beyond reach to their fold.
- To design an improved website for the second firm incorporating the many aspects of a ‘killer’ website, taking care of the planning of the interface design, navigation, online customer behavior, customer relationship management, customer service enhancement, personalization or customization, real time tracking and many other wonders that the multimedia and technology tools can do to enhance the value to customer.

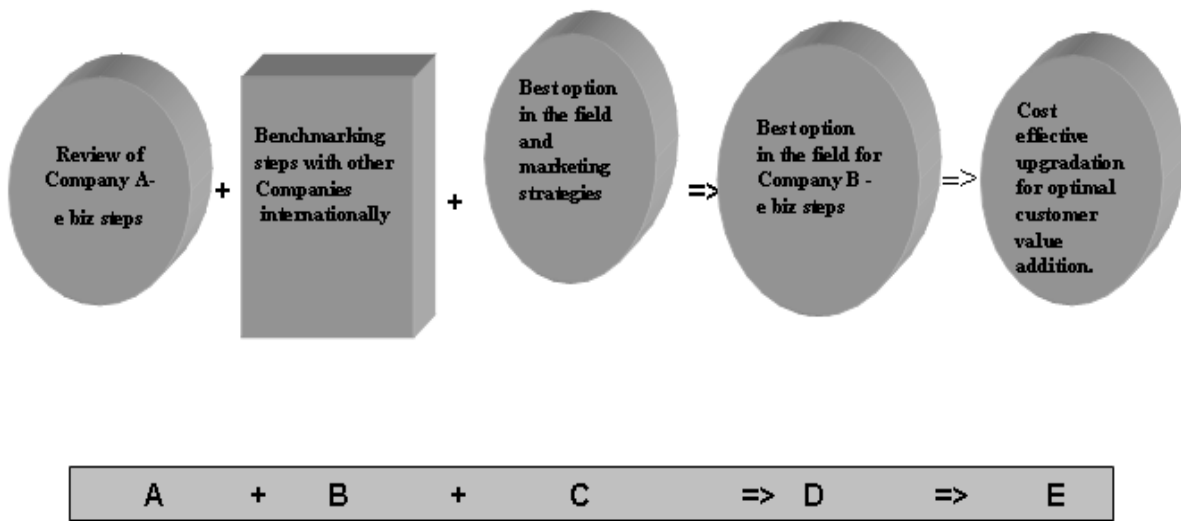
Research Objectives

Our objectives in studying these two cases were:

- To discover the degree of success of e-business for the two photo film chains due to their degree of going electronic.

The ultimate objective is to create an entrepreneurial environment in the country through e-business to ensure a diversity based growth rather than a power driven growth.

Theoretical framework.



Research Methodology.

A brief study was made at the secondary research of the websites of the two chains. This was followed by a personal in-depth interview with the two companies of their status, performance, and future plans. A review was made of possible areas of development to improve business through better e-business tools. The study, therefore, covered both the technical issues involved in e-business and the marketing issues that govern the success of the outlet. Analysis with respect to theoretical concepts was made for each of these chains followed by a comparative study. The future plans of the development in this area were also discussed. The identity may be real or camouflaged but the status is as observed. These were highlighted in the paper for the benefit of researchers and Corporates along with recommendations that the researcher felt may ensure greater success.

Limitations of the study

- a) The study was restricted to only two outlets of the photo films sector, and that to in Kuala Lumpur, an urban location. Hence the outcome in semi urban and rural places where NET savvy customers are limited is a question.
- b) The study was undertaken at a given time. The technological developments would make this study obsolete at another period of time.
- c) The study does not indicate the outcome if the new entrant of online business were to upgrade his outfit using strategic alliances and other technologies that adds greater value to consumer to supplement his break through approach to better his competitors performance, which is an expected step. Plans are within wraps in this regard.

BACKGROUND STUDIES OF COMPANY A

Located at Kuala Lumpur, Company A started its business operation in Malaysia in early 90's. The company is principally engaged in distributing a whole range of photo and film related products. Today, after about one and a half decade, there are already over 600 branches and outlets, which serve as its distributors throughout the Malaysia. All these outlets enjoy not only the company's professional name and image, they also receive advertising and promotion support, signage support

as well as technical service back up support from the local and parent body.

Always aiming of being a leading innovator of imaging and information products, in 2004, the company ventured into e-business model with its online digital imaging service via its' official website.

Analysis and Findings of Company A

1) Technical Highlights

a) Infrastructure Hardware

For its online printing service, Company A uses Dell Poweredge 2900s with specifications; 2 Quad-Core Intel Xeon CPUs, 64 GB of RAM, 3+ Terabytes of hard disk space. They are 5U sized towers that are rack-mountable. They use a very scalable Dell EMC CX3 Series SAN Array (like a number of networked storage components). This needs a gateway to connect seamlessly with the servers which they use EMC NS500G. It provides IP connectivity to existing SAN storage to help increase utilization rates. It is designed to simplify operations by reducing the number of storage pools, and utilizes existing SAN investment to cost effectively scale. For networking, they use a combination of Power-over-Ethernet type switches and Web-Managed switches. For the Power-over-Ethernet type switches, a Dell Powerconnect 3424P switch is used. It has 24/48 ports, copper Gigabit Ethernet ports, and SFP receivers. For the Web-Managed switches, a Powerconnect 2724 is their choice. It allows web-based management, high performance connectivity, and 2 fiber uplinks to support long-distance connectivity. Workstations like the Dell Precision 690 are used. They work well as a result of having dual Quad-Core CPUs, up to 64 GB of RAM, a few terabytes of hard disk space via SATA. For standard computer terminals, Dell Optiplex Business Desktops are used. They are preferred because it is small, and have really good on-site support when leased. This model uses modern Core 2 Duo CPUs and can network easily. For networking, they utilize the switches mentioned earlier, which may then connected locally using hard connections to the switches themselves.

Software

All the servers and workstations run a stripped-down version of Windows XP Professional. It includes only the bare essentials, such as drivers to

maintain optimal performance and security. Norce 1.2 is used to create these specialized stripped-down versions of Windows.

The servers have proprietary software from Dell preinstalled to allow them to seamlessly integrate with the switches and other networking components. Dell also has server and switch management software, also proprietary, preinstalled on the servers. There is network management software that allows the system administrators to maintain the internet connections and LAN/WAN both at the terminals, and over the internet (there is a feature in the switches that allows them to do this remotely).

Company A uses image-enhancement software developed in-house that processes the images and prepares them for printing. It fixes the following:

- red-eye reduction
- landscape tilt
- contrast
- color intensity
- white balance
- color uniformity
- reduction of light bloom

Most importantly, it analyses and matches the colors to the matrix belonging to the professional printers. The photo program runs macros that allow it to automatically process pictures fed to it by the servers and then send to a printer when ready. The process takes about 2-5 seconds per picture.

a) Network and communications facilities

The network consists of Poweredge 2900 servers, EMC CX3 Series SAN array, Power-over-Ethernet switches, Web-managed switches, Dell Precision 690 Workstations, Dell Optiplex business desktops. They are interconnected using the switches, and are connected to the outside world by means of an OC-3 connection from TMNet Malaysia. They use an OC-3 because they need more upload bandwidth than download bandwidth.

b) Security measurements.

Internal

They use a fairly simple security process, where users have a limited account on each computer. They also run Microsoft LAN Administrator which doesn't allow users to change anything at all. The servers and image processing PCs have very limited access. They can only be accessed

remotely when changing computer settings and that too with a locally networked computer.

Other PCs have the limited user account, the LAN administrator, Microsoft Outlook for collaboration. All the PCs run Norton Antivirus Professional as well as Microsoft Defender.

External

Much of the security comes hardwired in the switches. They create a hardware firewall that really limits attacks and hacking. It is the same method used by all large organizations.

c) Functionality

Interface design

The main page is specific. It lets customers know exactly what services they are offering, how it works by displaying a neatly designed step-by-step e-commerce service transaction model. The main page also highlights the attractive pricing which could attract users to stay on and check out further. Throughout the website, the font type and sizes used are consistent. The company color is used as to represent the company's identity thus creating a common look and feel throughout the website. Although different shades of the color are used, the screens are readable, as dark text is used on light backgrounds and vice versa.

Upon log-in, graphics are used as icons to represent various functions of the website alongside with some descriptions of the function upon logging in. An illustration of the step-by-step e-commerce service transaction model is placed throughout the 'Order Prints' link to guide customers in the process. No audio element found in the website and only minor animation can be found on the banner advertisements and skyscraper in the website, which serves its function to attract yet obey to the web design rule to avoid slow loading time.

The user friendliness of the website is largely dependent on its step-by-step e-commerce service transaction model which serves as a guide throughout the e-commerce transaction experience. However, it is noticeable that the font size is too small yet placed too near to each other. The spaces of the web pages are not neatly arranged leaving empty spaces at the right side thus creating an impression of an overly crowded page.

Accessibility

Loading time for the web pages is almost instant. There are no slow loading graphics. Our test shows that the loading time for most web pages in the website is about one second and some loads within three seconds, which fits to the rule of thumb of loading time within eight seconds or less.

Navigational design

The navigation buttons are positioned the same on each page. However, too many buttons are placed on the top creating congestion and confusion. The pale color of the button does not help either which submerge the button into the contents. All the web pages in the site are linked, except for one broken links at the contact link. The navigation design of the website plus point lies in its step-by-step e-commerce service transaction model guide. The site is made simpler with a navigational bar to each page, upon signing-in, which shows where the user is and the path that user followed to get there. Users can navigate back up this path. The trade off is there is no site map available to give instant direction of the whole website.

d) e-payment model

The website offers wide options of online payment modes to cater for different and wider market needs. Their payment partnership includes Tele-money and PayPal, for credit cards payments and Mobile88.com which covers for various banks which include Bumiputra, Bank Islam, Public Bank, Maybank, Alliance Bank, RHB Bank, Hong Leong Bank, for online fund transfer payments. Price is automated and is updated in the cart instantly. Confirmation of the price is made before proceeding to the payment options available. The payment model is simple and clear whereby user are led to a page with the logos of the payment partners available and with simple instructions. For payment using PayPal which is in USD, the price is automatically converted and displayed in USD. Users are led to respective secured payment provider website for payment.

e)Supply chain network

Customers are able to manage their own purchasing experience with the connectivity among the company's supply partners. For instance, customer benefits from real time delivery process tracking. Online payment has also been made available to Company A for its printing services

through the network establishes between the e-payment providers.

f)Database & tracking

The technology particularly the internet has revolutionized the CRM today. Data is collected from member registration form to create a database. The data generated is fed into various activities such as marketing, sales, and customer service applications to better sell to, serve and retain customers. However, realising the insecurity of customers in giving their personal particulars, Company A has a page that clearly displays their 'Privacy Policy' with regards to the personal information they collect from their customers. The automated database has allowed customer recognition upon successful sign-in by their customers thus creating a more personal touch with them.

g) Future growth Plans of Company A.

Customer

Company A believes that their customer base would continue to grow on par with more and better invention of the mobile phones with cameras and digital cameras alike. They see digital camera have evolved away from just merely a trend, it's an everyday life.

Products/Services

Company A is thinking of implementing photos enhancement tool in its site that would enables customers who log on to alter their photos in entertaining ways. Users can "antique" pictures, turning color photos into sepia - toned photos; they can turn realistic images into cartoon images and overlay a face in a photograph on the images of an animal. The other service offering that would be high on list to boost printing sales is to allow customers to order things other than reprints - gifts such as mugs, T-shirts and the jigsaw puzzles that are personalized with their photos.

Virtual demo on their website highlighting their services could also allow for new users to create unique experiences through the web than ever before..

IT Development

With the wide mobile telephone market, and the emergence of Bluetooth and GPRS technology, the company would consider implementing mobile printing that connects mobile phone directly to the printing services.

Marketing Highlights of Company A

Positioning strategies

Company A through its online services positioned itself as a fast, easy, convenient and affordable photo print service provider in the minds of their consumers. The concept of affordable is further strengthened with the additional banner messages highlighting its low price and its free delivery service. Company A hopes that customers will perceive value obtained upon realizing that with the small amount of a few cents, such speed, easiness, convenience and affordability would be achieved. The concept of convenient is directed to the technological savvy consumers which were part of the lifestyle segmentation conducted by Company A. Essentially, the concept convenient means that these technology savvy consumers will be able to use Company A's online printing service as a channel to load their picture shots and have them printed out and sent to their homes. Furthermore, there are four steps which are illustrated in a diagram for the new users to arouse their interest in hope that it would lead to action in using this simple service. Consumers are able to choose various banks to begin transactions.

Product Innovation Strategy/Customer Value Enhancement

From time to time and being aware to special occasions such as Mother's Day, Christmas, Valentines' Day and the many other more days worth celebration, Company A promotes theme printing through its services to cater for such occasions. The value enhancement that Company A offers through online printing website besides its printing as core service is the opportunity for its customers to accumulate rewards through an affiliate loyalty program.

Advertising strategies

Company A through its online printing service uses various online advertising strategies to create awareness of its online services. Besides, using

mass mail and e-brochure to target its registered members, they also rely on e-banner advertising. Skyscraper and banner ads can be found at the website promoting its current highlights. Company A has also invested on interstitials with online newspapers such as The Star Online to create awareness of its services and to boost members' registration.

Promotional strategies

A very noticeable online promotional strategy used by Company A is their free shipping for online printing above certain amount of printing to encourage more printings. The company grabs the opportunity of festive seasons to capture more customers by offering festive season discounts for photo printing and suggest other printing related services such as calendars and greeting cards. Company A also actively involves in organizing contest such as online child photo contest and international event photo competition to create awareness, boost membership registration and to encourage photo taking which directly contributes to photo printing.

Pricing strategies

Through its online service, Company A offers a special internet price of for a 4R print with no limit number of prints which is considered a good deal as to compare to physical retail store which could easily cost 60 cents each or just on par for printing above 100 pieces. Print it online, no handling fee is charged too. On top of that, free shipping is give for online printing exceeding certain amount. The company also practices transparency in pricing. Price list is tabulated neatly and clearly. Hidden costs such as shipping cost are revealed.

Networking

The power of internet allows networking which sees the collaboration of Company A with well known e-payment providers, PayPal and Tele-money which caters for the infamous Visa and Master Card payment and mobile88.com which caters for the banking fund transfer.

The networking also extended to the partnership with the government agencies to promote occasions or events which could lead to increase photo taking activities and which would eventually benefits Company A's printing business. It also sees the collaboration of Company A with external loyalty program partner to give extra values to customers in terms of point collection.

Interaction and feedback - to strengthen CRM

The internet has definitely make interaction and feedback an easy one. As such, Company A has utilizes the e-mail as their main communication tool. At various points in the website, where users might need clarification, they are link to the company's e-mail address. There is also a page on FAQ to clarify the most common issues in relation to the service that serves as user's guide. As to strengthen their CRM, Company A through its online service portal, sends out online newsletter on promotions and updates to their registered members, a result of data mining from the registration form database.

Attention and retention strategies - Value added service

In order to grab user's attention and keep them, Company A introduces free membership programme by which they could benefit from profiling and send out relevant promotions like example on festive season and birthdays. By registering, members are given free online photo album storage with space capacity limits to store their photos. Company A also allows membership upgrade to VIP members with minimal fee that would entitled them more values such as larger album storage and online photo sharing. From time to time, Company A reminds their registered members of their existence and services by organizing contests related to photography for members, meaning non members who would like to participate would need to register.

Interactivity

The interactivity benefit that could be seen at the website is for VIP members that incorporate the album management function and to invite friends for photo sharing.

Future marketing growth/plans

Company A has in their plan to extend their products and services offering to include photo enhancement tools, virtual demo and mobile printing. They are also considering more strategic alliances and partnership with marketing communications companies to establish a strong brand name in the online world.

BACKGROUND STUDIES OF COMPANY B.

Company B was first established in Malaysia in 1950's. Today, the company is still successfully operating in the same line of products and services. The company presently engages in developing, manufacturing, and marketing consumer and commercial imaging products. Currently in Malaysia, Company B leads the imaging industry with more than 440 outlets operated by independent retailers under license from the parent body. Surprisingly though, Company B being the most extensive photographic recognised and respected digital imaging name in Malaysia, yet has not to adopt to any e-commerce business model.

It is noted that even though Company B believes in the potential of web technology yet what run deep at Company B that determines why the company does not sell online in Malaysia is the fear of channel conflict. They realized, they first must manage the channel issue first. Another reason is, what they have in mind is more than a place for web geeks to do cool things with JPEGs and GIFs. Because Company B earns much of its revenues from selling reprints, they believe any program that could encourage more people to order more reprints had promising implications on the business side. Hence, Company B has purchased a majority stake in a software company to run its online printing service in a few other countries but not in Malaysia. Judging from the market condition in Malaysia, Company B feels that it's not the best time to introduce its online printing program just as yet.

Ideas Planned to be Implemented into Company B's E-Commerce Site

It is wrong to assume that once a company has decided to begin marketing on the internet and they are ready to jump right in and create a web page. There are many aspects in relation to internet marketing that needs careful planning. So, if Company B is considering the move to go e-commerce, perhaps, the following ideas that we have thoroughly looked into in this project could be taken into serious consideration. The following ideas use the potential power of the multimedia and the internet technology to maximize marketing efforts in a new business environment in the matrix.

Design and navigation

It is the rule no. 1 in building a web site is that it must look good. Experts say a lousy-looking site is worse than no site at all. Looking good does not mean having the best or creative graphics or animation. There are a lot of researches that has been conducted on consumer behaviour when they are on the internet, for instance the rule of thumb of 8 seconds or less for a page to load actually has a reason. Thus in creating good design and contents in the Company B website, our aim is to create a simple and clear website. On the aspects of design, we avoid "busy" backgrounds, to use contrasting text and background color to allow user to read clearly, to use minimal colors and that of represent the identity of Company B, to minimize unnecessary graphics to avoid slow loading time. On the aspect of navigation, we intend to arrange the contents of each webpage to possibly fit on the screen without putting the users the trouble to scroll up down and left right, to indicates the process the user is at and to keep the user oriented by providing navigational buttons or links on every page.

Internet advertising

Once the web page is online, it does no good if no one sees it. The saying, "*If you build it, they will come,*" simply does not apply to the World Wide Web. Simply having a website will not guarantee success, marketing it is essential. Attracting customers via the web is even more critical to business if it is an online store operating e-commerce. Marketing web site in cyberspace requires a diverse range of components of which we have considered email marketing and banner advertisement that is most suitable for Company B. Through e-mail marketing, Company B can use electronic newsletter to bring and to remind people to their site. This can build community interest through their site, which may generate more sales. Banner advertisement in relevant sites such as photography enthusiast sites could lead to more awareness of Company B online service website. Giving the viewer a reason to "bookmark" the site is also an important element to get them to return. The ultimate goal is to wind up in the visitors bookmark file and to get them as a repeat visitor. Another internet advertising strategy that could be of good use is the Tell-A-Friend Announcer, which allows website visitors at Company B online service website to advertise the site, simulating the WOM in traditional marketing.

Internet communication - Interactivity and feedback

The ability of internet to provide real time and interactive communication should be seen as a good marketing tool to facilitate customer service. Customer satisfaction is always created by providing efficient customer service. Hence, for Company B online service website, our idea is to allow customers to receive live customer service for free to clear their doubts on the e-commerce transaction. Besides, customers or users can utilize the email link to send their enquiries or complains at any instant point during their online experience.

CRM (Customer Relationship Management)

The connection between e-commerce and CRM is getting tighter. It is easy to integrate e-commerce with CRM and as such we see the importance of collecting some information from the users, to manage the information to serve them better and ensure their return. Mailing lists can be created to slowly build a useful customer base. With the profiling from the database, some aspects of personalized e-marketing can be conducted. However, thoughts are given to the fact that consumers are generally wary of giving it unless they know what it will be used for. Hence, our careful planning also include a policy that tells them what the company will and won't do with information like home phone numbers and e-mail addresses.

e-payment

Another e-commerce tool that should not be left out in an e-commerce environment is the e-payment system. Our thought is to choose a credible, secure system for handling financial information as this element of e-payment remain the main reason users are still afraid to engage on online transaction. Due to the nature of local market that a Company B online service serves, it is wise that the local bank be considered as a good tool. The credit card payment should also in the e-payment tool as it has become a common ability that the target market Company B online service serves. The more payment option available will of course cater for a wider market convenience but one thing that should always be ensured is to make sure the web host of the providers chosen is an SSL-secured site.

e-distribution

To distribute the products dealt in the cyberspace, Company B should just outsource the delivery

system to a specialized provider and integrate the system to let customer track the progress of their order through the shipping company.

COMPARISONS OF COMPANY A AND COMPANY B

A comparative study of the two film cases would be an interesting review of how different perceptions affect loss of opportunities in this competitive era.

	COMPANY A	COMPANY B
The rule of design and navigation	No major breach of design and navigation rules except for congested webpage upon member's sign in and one broken link.	Simple and easy to navigate website.
Internet promotion /advertising tools	Banner ads on festive season promotions and other affiliation programs with the Tourism Board of Malaysia	Can easily be done in its website.
	Pop-ups with The Star Online	Can easily be done as part of advertising strategy.
	Mass mail and e-brochure to registered members	Can be done by creating mailing list from membership registration. Tell-A-Friend link. Bookmark the page for later return.
Internet communication tools	E-mail as the main communication tool	E-mail link and Contact Us page available.
	FAQ	Live Support on instant messenger.
E-payment tools	Offers wide options of online payment modes covering both credit cards and bank transfer	Can easily make alliances with the online payment providers if needed.
	Price is automated	Price is also automated.
	Currency is automated converted to USD for PayPal service.	
Internet tracking system	The ability to track at what stage the service process is.	The ability to track at what stage the delivery process is with integration with the provider.
Internet delivery system	No delivery system tracking found!	YES, real time delivery system tracking available.
Supply chain network	Customers are able to manage their own purchasing experience from real time process tracking.	Is planning the system on an online mode.
Automated/Real time element	Process tracking are updated on real time.	Process tracking are updated on real time.
		Delivery tracking are updated on real time.
Interactivity element	e-mail link to their online support is good.	e-mail link available.
		Live Support on instant messenger for instant replies.
Customer Relationship	The membership database allows the	The membership database allows the creation

Management (CRM)	creation of mailing list to mass e-mail them on their specific interest.	of mailing list to mass e-mail them on their specific interest.
		The membership database also allows for personal greetings on special or personal occasions of the member such as birthday's and festive day.
Personalization	The automated database allows customer recognition upon successful sign-in.	The automated database allows customer recognition upon successful sign-in.
		Customers can personalize their printing.
Value creation through the internet		Integration with the widely used and accepted loyalty program to allow customers to accumulate points.

Discussions

The above study indicates that in the same product category we have two different perspectives, leading to different results. One of the has been a leader in the photo film sector and has a greater recognition and Brand in the Malaysian market as well, but due to the casual attitude towards the new trends of e biz are losing a lot of opportunities, while the other, a relatively new comer in to this field though a good brand and has capitalized with a good website and customer oriented focus. If the same trend continues in a few years time the leader would be out smarted by the late mover and the business opportunities lost may be irrecoverable. This is not only n import at learning for Corporates debating on taking the plunge into the high cost of investment/expenses in e biz but also a recognition of the hard facts of changing technologies role in determining the market competencies. The important role played by the technical aspects and the marketing issues are also clearly noted to enable a judicious focus while extending customer value to the users. The trend of the new generation (NET) who are NET savvy implies the importance of the fist mover risk taking drives that has no compromise in venturing but absolutely essential for the future market capitalization of opportunities. Prahalad has repeatedly emphasized in his book "Competing for the Future" that it is unwise to focus on market share in a dynamic unpredictable market environment, but need is to focus on opportunity share, carving a big chunk of a market created or to be created in lien with

customer trends and expectations. Core competencies is now multi competencies and networking in a seamless manner is crucial for capturing the future customer. e-business strategies are being seriously considered by all sectors of trade, especially the services sector, primarily due to the one to one marketing possibilities, ease of relationship building, convenience to customers, 24/7/365 options (anytime order booking or complaint issues), diversity of transactions, ease of payment, comparative options available and a host of other benefits the opportunity has created both for the customer and the service provider through this mode (Kleindl, 2003). The appearance of the website alone is not important, the user friendliness, the trust and credibility created even in an impersonal mode, the networking features with no earlier transactions or relationships through the NET between two differing players but with common interest, has all lead to easier globalization and commonness of identities across various nations and cultures has made the world a wired place (Kilmer W.1999; Hanson W and Kirthi K)

This has opened up immense possibilities for niche players focusing on the future (Richard Gay et al, 2007; Michael C. and David Y). More so with the youngsters of today passionately playing with the NET to see more creative insights and innovative offerings of greater customer value and substantially reduced prices, the power and strategic advantage created is for all to see.

BASED ON OUR STUDY A NEW WEBSITE FOR E-BUSINESS SUCCESS SHOULD HAVE THE FOLLOWING:



Fig. 2: MODEL FOR DEVELOPMENT OF ANY WEBSITE.

The above model is a simple framework in which companies entering into e-business could work out their technical capabilities and marketing approaches in a planned manner with a greater degree of success. This could be done in an

Conclusions

The internet offers companies an inexpensive, yet effective way to reach new customers. E-commerce is not a trend, because its effects in the business world are widespread. It is definitely here to stay and will continue to grow and progress for the coming years. E-commerce activities can help companies to boost revenues, reduce costs, gain valuable customer information, create and maintain customer loyalty, and expand markets. By implementing e-commerce, companies can offer

integrated manner initially or if there are budgetary constraints one could do it in a phased manner based on priorities after assessing the influence these on the overall result of the website's effectiveness.

customers a convenient shopping method, maintain strong customer relationships, and stay competitive. By doing this, they are able to better understand the needs, wants and indeed, buying habits of their customers. However, to take full advantage of it, companies must work on a strategy that best fits which starts with defining potential target market, planning the interface design and formulating appropriate communication goals for each. "On the web, everybody is equal," says Jakob Nielsen, a principal at the Nielsen Norman Group, a leading Web-page usability firm. "Everyone is a

small rectangle, a few colored dots on the screen. You have to make the most of it." One extremely important aspect for companies like Company A and Company B in improving on their e-commerce portal is to maintain and update its web contents. The companies should bear in consideration of using hand-coded HTML website as it is much easier to modify and maintain as their business grows. Besides that, through researches on the behaviour of customers online, it is a well known understanding that the issue of security and trust is of essential element in seeing e-commerce grow. Hence, all measurements on ensuring secure and reliable services and processing in their websites should be given extra consideration and maintenance. From the aspect of marketing, pictures are not the only thing people take these days, they take video too! They can begin a video service where people upload their videos taken by their video cameras, digital still cameras, or camera phones and the video will be touched up to look better, and then burned on a DVD complete with chapters and menus. It will offer people an easy way of archiving their video. The companies can also create a premium service that has a professional touch up and enhance the photos further. For this, a professional would spend at least 10 minutes touching up each photo, and use higher quality paper and ink. There would be a significant surcharge, and would be targeted towards weddings and such events.

Future research is possible over an increased number of international firms in this sector and into use of richer media and animated technology for high end or professional customers, where online may be more effective than physical ability. Role of strategic alliances and convergent technology to improve performance would be an interesting study as well. Studies into newer and conventional areas for possibilities of benefiting from the NET revolution appear to be an interesting study for researchers and industries/ retail chains. Studies on cost benefit analysis (or productivity analysis) of chain outlets appears also to be of value to the tech savvy outfits.

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interested industries to share their experiences which can be extended to students as a key part of the learning process. Faculty members interested in co-authoring for conferences, journal papers and chapters in books may write to him their interest and expectations.

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