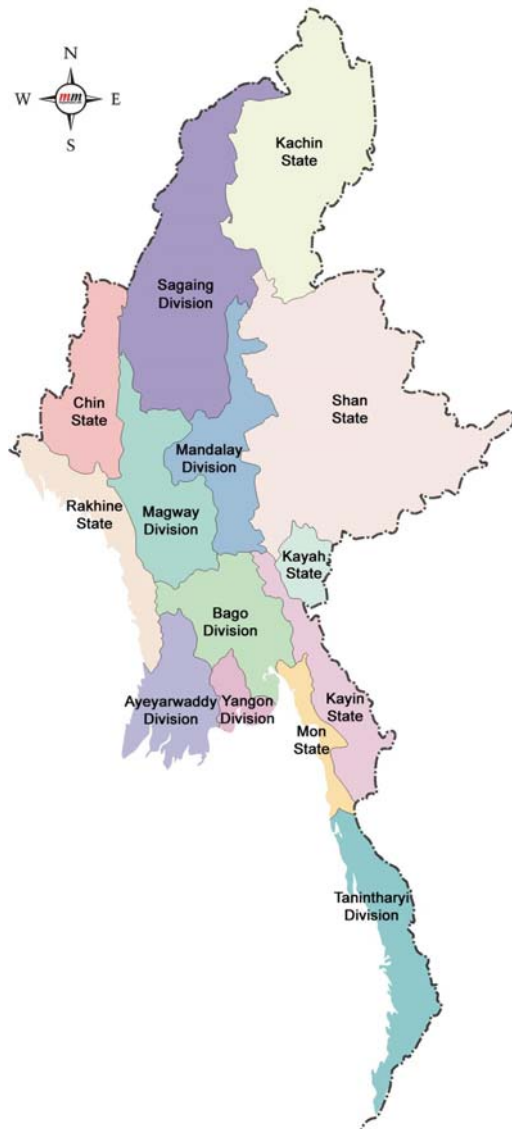


# ASIA PACIFIC NETWORKING GROUP



Developing a personalised website

<http://www.myanmar-weddingplanner.com>

**Presented by Myat Thander Tin**

**Lecturer & System Analyst Officer**

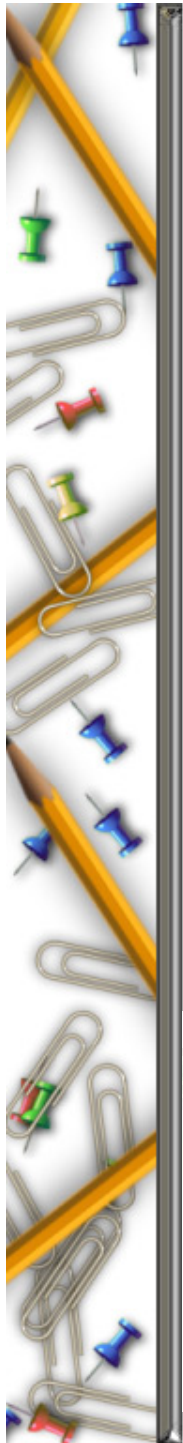
**Information Systems**

**BBA Division**

**Mahidol University International College**

Developing a personalised website  
<http://www.myanmar-weddingplanner.com>

**E-Commerce & Business Start-up WG**



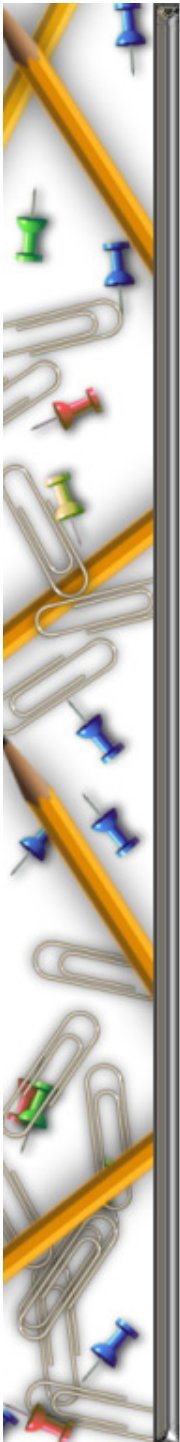
# Objectives:

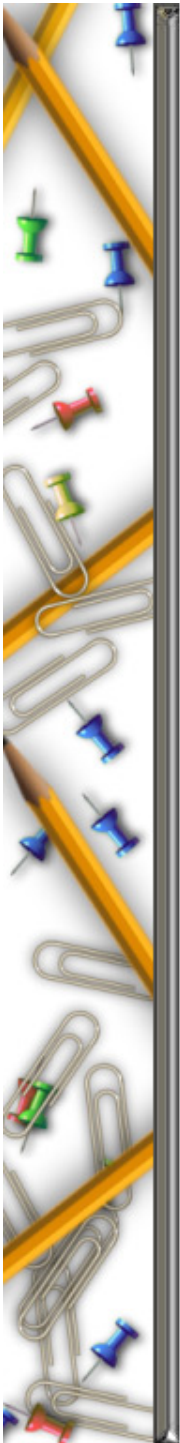
- ❖ present a workable ecommerce site
- ❖ evaluate business unit by SWOT analysis
- ❖ present traditional Myanmar wedding styles and customs
- ❖ promote local services to be online and extend their market segments
- ❖ introduce a new communication channel between local suppliers and global customers
- ❖ help Myanmar people who live at abroad to plan their wedding at Myanmar
- ❖ implement personalized website for each customer
- ❖ deliver information to the right person at the right time



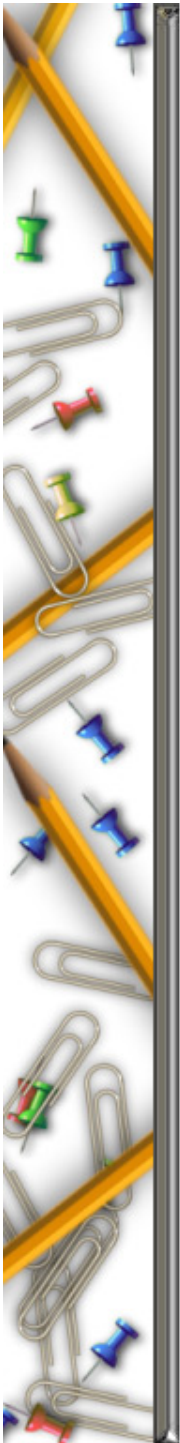
# Myanmar Ethnicity

This presentation is aimed to introduce Myanmar traditional wedding styles and cultures





Myanmar traditional wedding styles



# Introduction

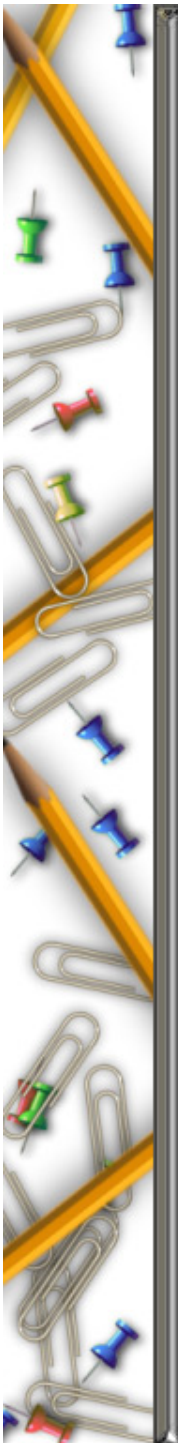
As marrying is a once in a life time occasion, Myanmar women consider the wedding ceremony very seriously.

Myanmar-weddingplanner.com website will provide one stop web personalized service for planning a wedding Myanmar at Yangon and Mandalay.

The target market segment is Myanmar people who stay at abroad and plan their wedding at their hometowns. The customer can personalize his/her wedding package.

# Mission

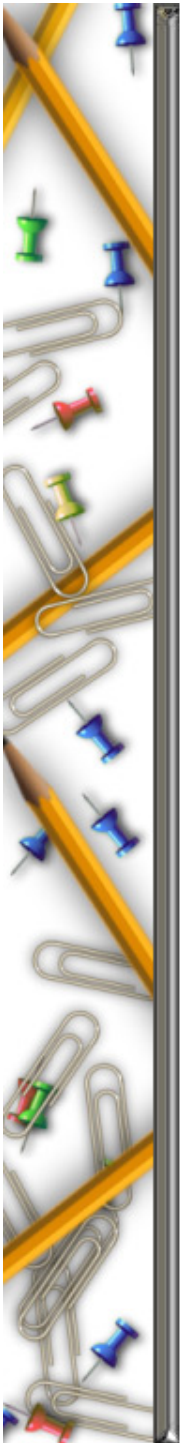
Myanmar-weddingplanner.com website will help millions of couples plan the wedding of their dreams with comprehensive information and services.



# SWOT Analysis: Evaluating business unit opportunities

## Strength

- ❖ the first real wedding planner website
- ❖ compare different prices and products
- ❖ information is available 24 hours a day
- ❖ no inventory cost
- ❖ no shipping cost
- ❖ branded local suppliers

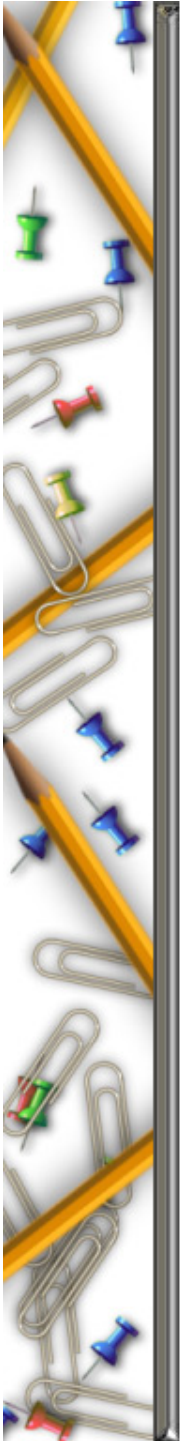




# Weakness

- ❖ updating information frequently
- ❖ time for brand leveraging
- ❖ some local services do not want to share information
- ❖ communication cost for connecting local suppliers will be high

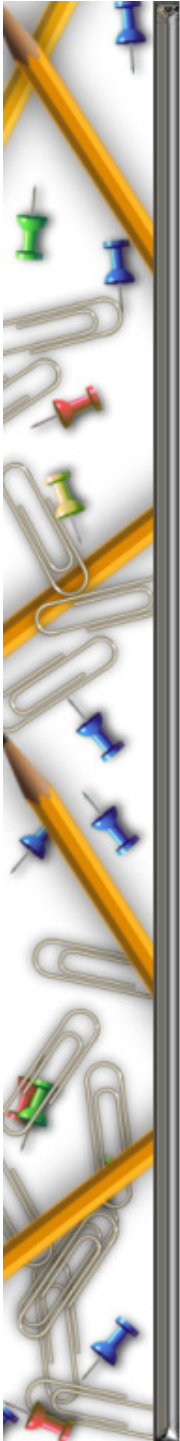




# Opportunities

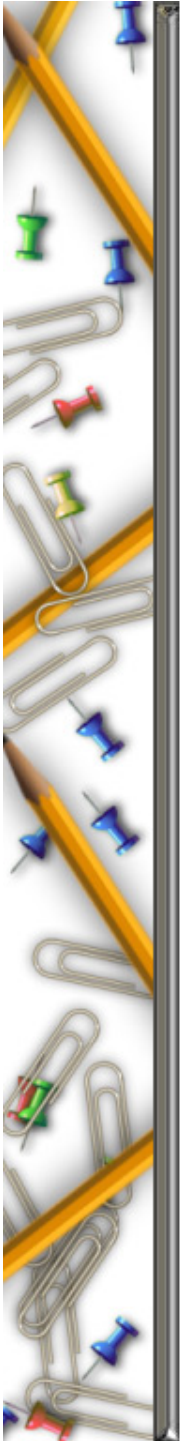


- ❖ one stop shopping
- ❖ Banner exchange network can be implemented that coordinate ad-sharing.
- ❖ the market segments can be expanded.
- ❖ a new communication channel
- ❖ distributes reliable information



## Threats

- ❖ Local wedding service dealers do not want to share information about price and design.
- ❖ Reservation processes requires up to one month to process.
- ❖ Some catalogues cannot provide sufficient information such as make-up services.
- ❖ It is time consuming for collecting and updating information.
- ❖ A local office is required to get comprehensive and updated information.



## Web marketing strategies

the web catalogue revenue model

advertising-supported

advertising-subscription mixed

fee-based model

business-to-business(B2B)

business-to-consumer(B2C)



# Website personalization

The website will record visitor information and the customer can register their detail information.

This information can be analysed to manage customer relationships, target advertisements and promote products and services.

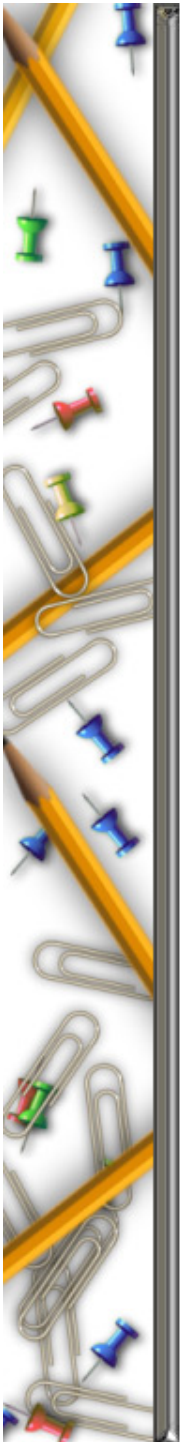
The website can deliver the information to the right person at the right time.

After registering one time, the customer can manage his/her own wedding package.

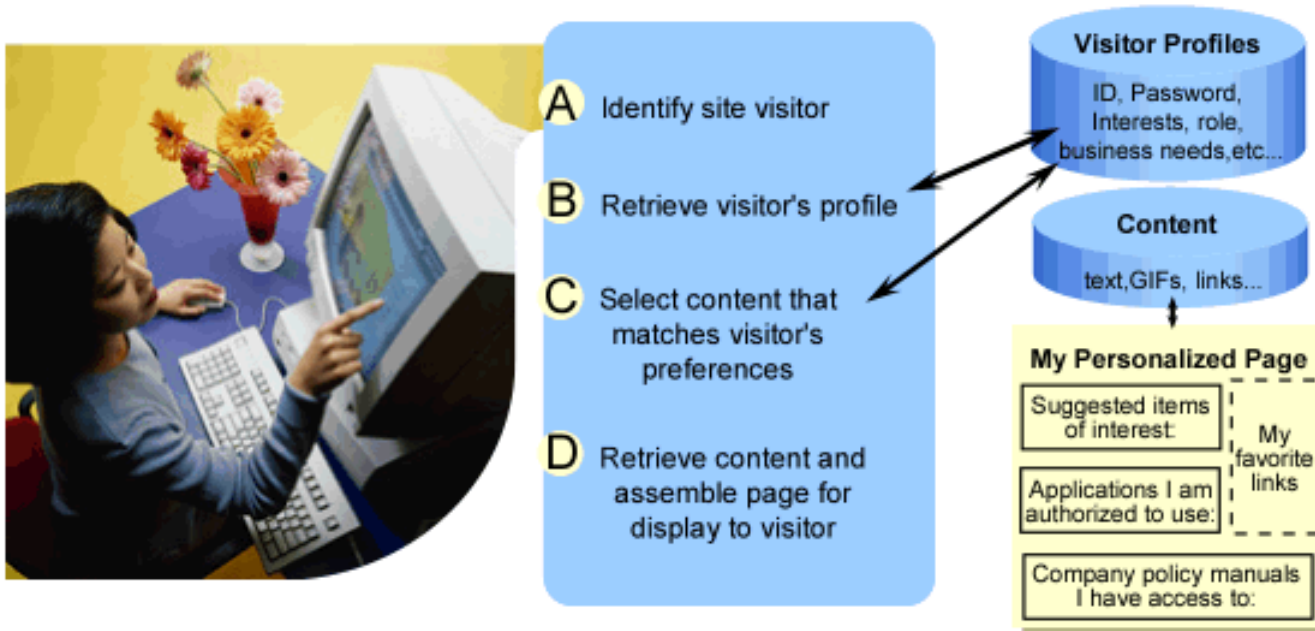
This effective web personalization can meet the performance requirements of high-volume ecommerce sites.

Explicit profiling will be used which asks the visitor to fill out information and shows up directly what they want to see.

The web site dynamically constructs a personalised web page accordingly.



## Elements of a Personalization System



Source: <http://www-28.ibm.com/developerworks/websphere/library/techarticles/hipods/personalize.html>



**THANK YOU!**

*Thank You,  
Thank You.*

