

จำลองสถานการณ์จริงผ่านโปรแกรมเพอร์ซัลเนล เซิร์ฟเวอร์ โดยเปิดร้านผ่านเครื่องคอมพิวเตอร์โน้ตบุ๊ก พบว่าร้านค้าสามารถใช้งานได้ง่ายและมีประสิทธิภาพ ในส่วนของลูกค้าจะเป็นการจำลองการซื้อสินค้าจากร้านค้าที่ได้เปิดไว้แล้ว พบว่าระบบสามารถทำงานได้อย่างมีประสิทธิภาพและสามารถนำไปใช้งานจริงได้

Independent Study Title	Development of Program to Support Shop Opening on the Internet: A Case Study of Northern-Thailand Handicrafts Products		
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ABSTRACT

The objective of independent study of “Development of Program to Support Shop Opening on the Internet : A Case Study of Northern-Thailand Handicrafts Products” was to implement a set of tools for owners of Small and Medium Enterprises to create their own ecommerce store on the internet by themselves.

This independent study adopted Internet technology, emphasized on its World Wide Web service, and web-database technology. The users are categorized into three groups as follows:

- 1) Owners of the Small and Medium Enterprise, who want to open their e-commerce stores, will be able to register their shops through internet, add more product details change, and update detail directly via the web.
- 2) Customers. The customers who want to buy products from the stores, will be able to see the website consisting of several stores and classified by categories. Furthermore, they will be able to search for more details such as by store name, product name, product category, store category. The customers will be able to buy any products from more than one shop in a single purchase order confirmed by Email.
- 3) Administrators control and verify the database of the system. The administrator performs the verification process, verifies and controls detail information and decides what information is suitable for the system. The tasks included adding and changing shop and products information. Moreover, the administrator manages purchase order and inquiries made by the buyers. The independent study developed a relational database using Microsoft Access and ColdFusion web database, Hyper Text Markup Language(HTML), and JAVA script.

Two user groups were evaluated using the system: shop-owners and customers. The evaluation was carried out by asking some shop owners to open their shops through the internet and some to test by shop-opening simulation through personal server on a notebook computer, and found that shop can operate easily and efficiently. On the customer side, buying simulation was made on the opened shops and the result found that the system work efficiently and can be applied to the actual use.