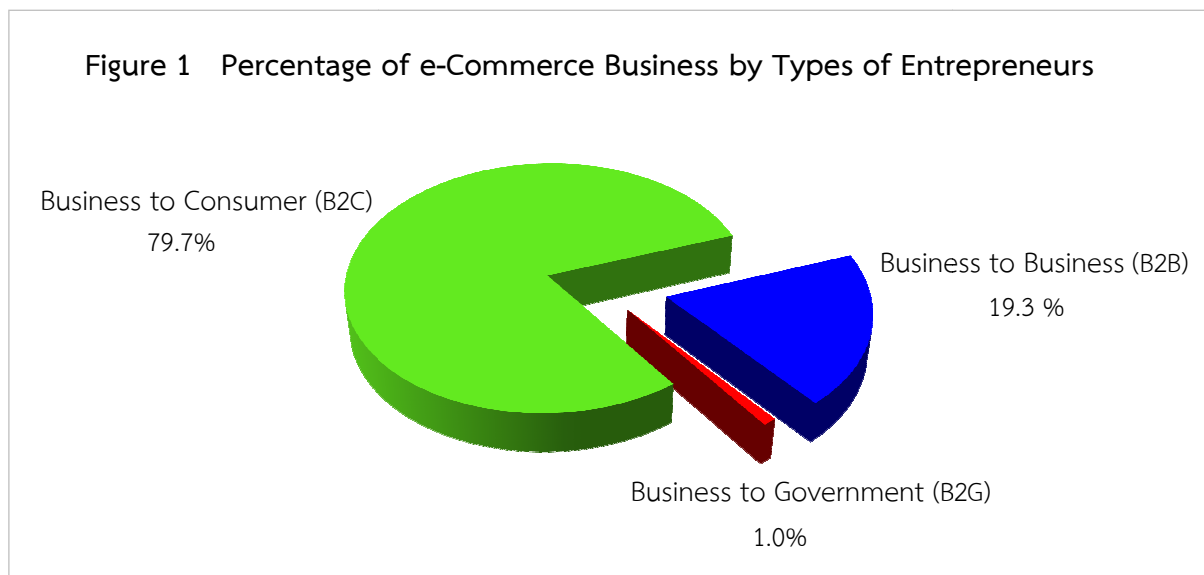


The National Statistical Office (NSO) has continually conducted the survey of e-Commerce status in Thailand every year since 2007, this is the 7th round. The survey aims at obtaining information about the current e-Commerce businesses, obstacles and recommendation that needs assistance and support provided by government sector to determine policies, formulate plans and measures in order to enhance the potential for e-Commerce development leading to the commercial competitiveness at international level. Besides, this survey can be used as the follow-up assessment of prior e-Commerce developments as well. In the meantime, private sector businesses can use this information as a guidance to expand their markets and adapt their competitiveness to the market in more appropriate manner.

The National Statistical Office sent enumerators to collect data during March-May, 2013 to obtain information in more details by interviewing the registered e-Commerce enterprises/entrepreneurs with the exact locations. (not including securities business and mutual fund business) Nonetheless, due to the lack of information provided by some of them, this survey is then based on the statistical estimation so that the presented information could be an average percentage for those involved in this survey.

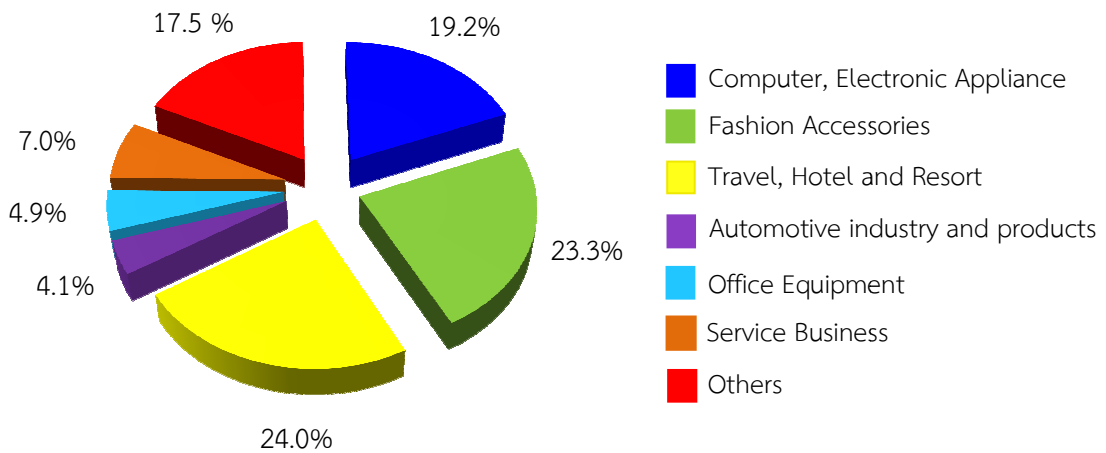
Results of the survey

1. General Information of e-Commerce Business



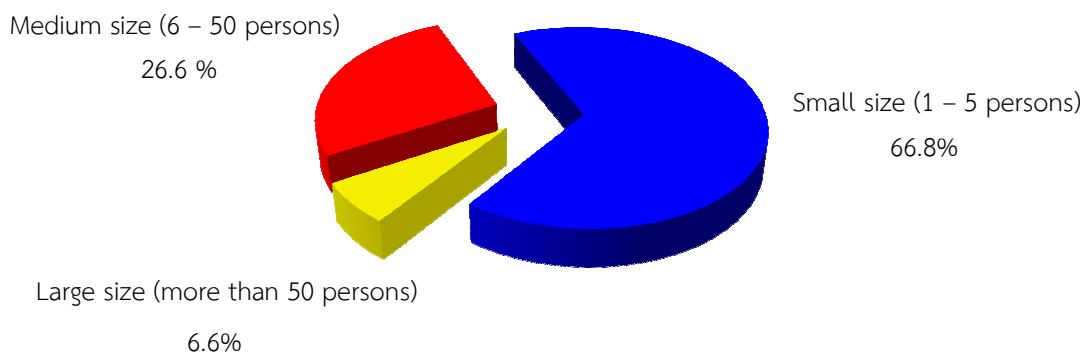
Most of e-Commerce businesses were entrepreneurs engaged in B2C with 79.7% and B2B with 19.3%. For those engaged in B2G without e-Auction from procurement with government, it was only about 1.0%. (Figure 1)

Figure 2 Percentage of e-Commerce Business by Types of Business



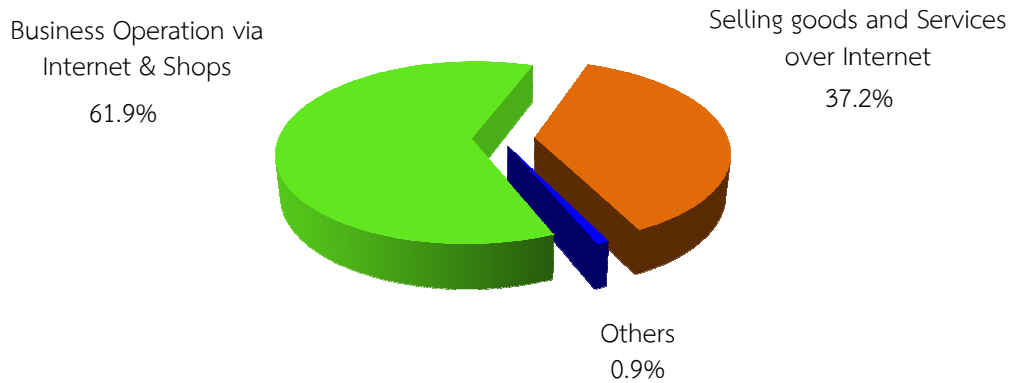
Considering the large scale of e-Commerce businesses, it showed that the groups of industry were mostly travel, hotel and resort (24.0%), next were fashion industry, accessories and jewelry (23.3%), were on computer, electronic appliance and Internet (19.2%), were service businesses (7.0%), were office equipment (4.9%), followed by automotive industry and products (4.1%) and others (17.5%) respectively. (Figure 2)

Figure 3 Percentage of e-Commerce Business by Sizes of Business



Categorized by sizes of e-Commerce enterprises, based on number of persons with full-time working hours, it was found that most of e-Commerce businesses were small enterprises (with 1-5 persons engaged), with 66.8%, medium enterprises (with 6-50 persons engaged), with 26.6%, followed by large enterprises (with more than 50 persons engaged), with only 6.6%. (Figure 3)

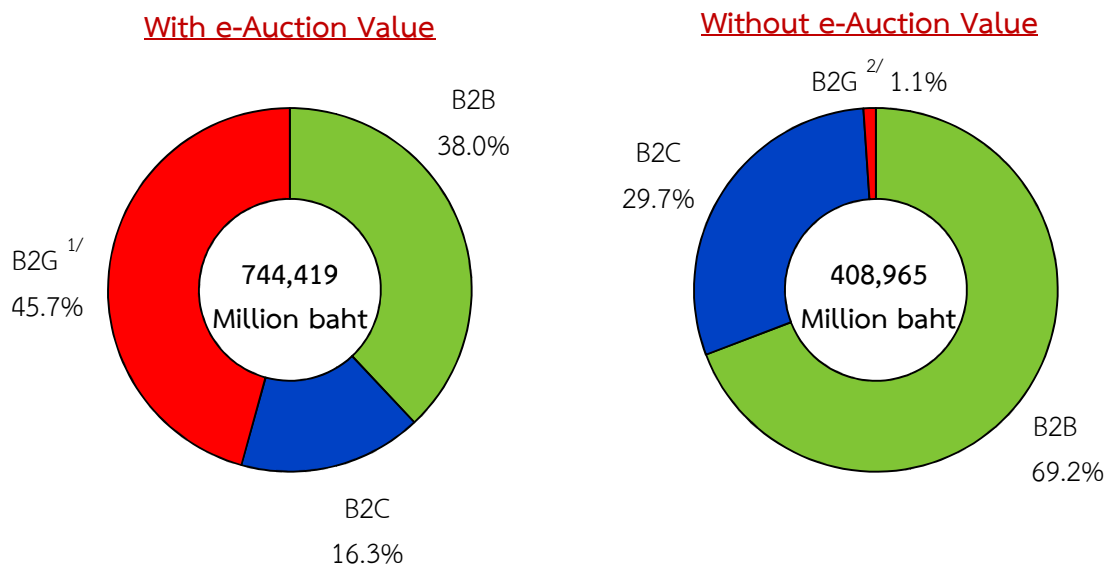
Figure 4 Percentage of e-Commerce Business by Types of Selling goods and Services



Approximately 61.9% of e-Commerce businesses sold goods and services via Internet and shops, next sold goods and services over Internet only of about 37.2%, and the rest, about 0.9% of them sold goods and services over Internet and used other types of selling such as direct sales, consignment and so on. (Figure 4)

2. Business Profits

Figure 5 Value of e-Commerce in 2012 by Types of Entrepreneurs



Notes: ^{1/} Value from e-Commerce survey, with value from procurement with government with e-Auction.

^{2/} Value from e-Commerce survey.

In 2012, there were 744,419 million baht of value of sales by e-Commerce businesses, among this, B2B shared about 282,946 million baht (38.0%), B2C 121,392 million baht (16.3%), and B2G shared about 340,081 million baht (45.7%). The value of B2G composed of two parts; the first part was value from the survey, which data were from the business with government without e-Auction, about 4,627 million baht (0.6%). The second part was value from procurement with government with e-Auction, which data were from Comptroller General's Department, in an amount of 335,454 million baht (45.1%).

Marketing of e-Commerce business (not including e-Auction with government sector) was domestic marketing of about 81.0% of the total value of sales and international marketing contributed to 19.0 %. (Table 1)

Table 1 Value of e-Commerce in 2012 by Selling Types of Entrepreneurs

Selling	Value (Million baht)	Percentage
Total	744,419	100.0
<i>From the survey</i>	408,965	54.9
B2B	282,946	38.0
B2C	121,392	16.3
B2G	4,627	0.6
<i>From procurement with the government^{1/}</i>	335,454	45.1
Market^{2/}	408,965	100.0
Domestic	331,150	81.0
International	77,815	19.0

Note: ^{1/} data from Comptroller General's Department.

^{2/} without value from procurement with government with e-Auction. (from CGD).

Regarding the service to the clients of e-Commerce businesses, the businesses mostly used call center (78.2%), next e-mail or web service (72.7%), social media such as facebook, twitter etc. (23.8%) and live chat such as MSN, Skype, Gtalk etc. (15.2%).