**Data Gathering**

As I have proceeded to gather information from seafood producers in Thailand, there is necessary data collected from individuals and websites. Firstly, there are two seafood producers who have been interviewed for their useful information. The first person has opened his business for five years. His organization is managed as a fresh seafood product distributor and the very beginning of his business process is to source products from their local suppliers. Once goods are supplied and arrive, they will be sealed with different packages and stored in cold storages waiting for customers to order. As same as the first interviewee, another seafood producer has almost similar business process. There is just a small difference between them due to their differing range of product types. This may be summarized that the producers who currently sell seafood products in Thailand may not have noticeably different method of selling their products and this is not much different from another retailer business. So this idea suggests that gathering information from basic e-commerce websites that sell another kind of products is another way to data collection. Fortunately, there are a number of e-commerce solutions providing a free demo to test their websites not only as a customer but also as a seller or owner. This allows me to gather information about how they manage data such as products, orders, categories, customers, payments, billings, sales as well as shipments in the website backend. There is some other data these e-commerce websites are not able to support which needs to consider for developing the interactive marketing agency database including expiry date and required storage temperature. Adding these two attributes to a product table will essentially produce many concerns of delivery and inventory management aspects. Moreover, having explored some websites of the top-ranked seafood producers in Thailand, the remarkable information gathered from these websites indicates that they offer different rages of products which some of them are similar from one to another. So data explaining product types of these giant companies will also be included in our data model. For instance, Siam Canadian, one of the richest companies in Thailand, provides a variety of products including Black Tiger Shrimp, Vannamei White, Shrimp, Seawater Shrimp, Freshwater Shrimp, Seawater Fish, Freshwater Fish and Cephalopods.

**Seafood producer websites in Thailand**

<http://www.siamcanadian.com/cephalopods.html>

<http://www.thaiunion.com/en/home.ashx>

<http://www.cpfworldwide.com/en/about/>

**E-commerce website demos for collecting data from the website backend**

<http://www.vevocart.com/vevocartdemo.aspx>

<http://www.cs-cart.com/demo-item.html>