



SHAREROT

“SALES STRATEGY AND OPERATION STRATEGY”

BY

MS. BUNNTIP CHANCHUMRAT

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
(GLOBAL ENTREPRENEURSHIP) INTERNATIONAL MASTER IN
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FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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ENTITLED

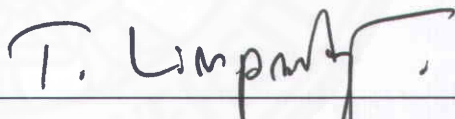
SHAREROT

“SALES STRATEGY AND OPERATION STRATEGY”

was approved as a partial fulfillment of the requirements for
the degree of Master of Business Administration (Global Entrepreneurship)

on November 7, 2016

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Independent Study Title	SHAREROT “Sales Strategy And Operation Strategy”
Author	Ms.Bunntip Chanchumrat
Degree	Master of Business Administration (Global Entrepreneurship)
Major Field/Faculty/University	International Master in Business Administration Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Suthikorn Kingkaew, Ph.D.
Academic Years	2016

ABSTRACT

ShareRot was created to assist commuter transport in high traffic routes for safer and more convenient ways to lower costs by using taxi-sharing services. Additionally, it provides a quick and easy service to match the same needs of commuters and having them travel together in one taxi from a designated location to another. This in turn will reduce traffic jams in crowded areas and pollution will be reduced according to the reduction of cars on the streets in Bangkok. We aim to reach 1,000,000 active users and 400,000 pooling transactions per day in Thailand by the end of 2019.

Keywords: Share, Taxi, Rides, Passengers, Commuters, High Traffic, Transportation

ACKNOWLEDGEMENTS

I would like to express my deepest gratitude to my Advisor, Dr. Suthikorn Kingkaew, Director of IMBA program for his continuous support, encouraging feedback, and guidance throughout this previous academic journey along with various courses, which I have learned a great deal from him.

In addition, many thanks and humble gratitude to Dr. James Edward Rubesch, former Director of the IMBA program who has guided me throughout these two years and has taught me how to become an inspiring “Change Maker”.

Also, extended acknowledgements goes to Associate Professor Patnaree Srisuphaolarn, Ph.D and Assistant Professor Thamawut Limpanitgul, Ph.D, both whom have given such kind support, understanding spirit, and provided encouraging suggestions during ShareRot’s IS1 and IS2 processes. Indeed, my teammate and I are quite humbly appreciative of their combined efforts on our behalf.

Moreover, additional thanks and acknowledgements goes to other countless Professors throughout these two years whom have given so much of their time, dedication, shared expertise, and passionately desired for all of us students to be the best that we can or could be.

Other special thanks goes to the IMBA Office Staff Representatives, whom I am truly quite thankful for everything they have assisted me with during my time at IMBA Program and Thammasat University Business School.

Furthermore, extended acknowledgements and gratitude, I sincerely thank my teammate and classmate, Mr. Trisith Kittisriswai for everything. Thank you for being a supportive ally and you never cease to amaze me with your brilliant mind each and every time. Thanks for being a true friend.

Lastly, but not the least, I sincerely thank all of my fellow classmates in IMBA Batch 11 and IMBA Batch 10 for contributing memorable experiences at IMBA. Without them, I would not be the person that I am today. The shared experiences in and out of the classrooms as well as various academic contributions with group projects taught me about diversity, team building, and that with combined efforts. We all can succeed with endless potential.

Ms. Bunntip Chanchumrat

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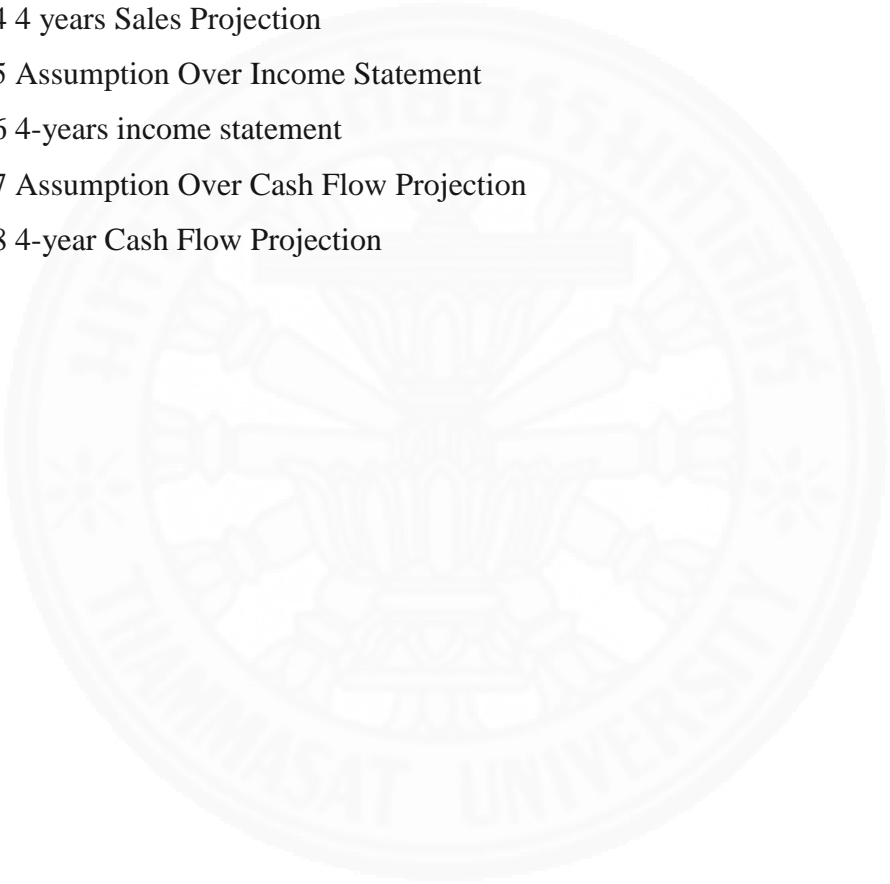
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CHAPTER 1

ORGANIZATION

1.1 Background

Initially, we were trying to find solutions in solving issues and concerns with roadside parking problems in Bangkok. Due to the district's dense population and high traffic visibility, we noticed that there was a particular need and a value to contribute in resolving this matter at hand. Also, end point visitors, street food vendors, restaurants, car park providers, car park monitors, and traffic police were all affected by the lack of roadside parking availability as well. In addition, illegal parking on highly trafficked main roads was one of the main causes of traffic congestion throughout Bangkok. There definitely was a need! We wanted to create a tool that would serve as a platform in providing "parking information" to help solve parking issues such as reservations for car users, parking in areas that were safe with security enforcements and collaboration with key partners such as event organizers, restaurant owners, parking security personals, etc. This entailed hours spent on research in finding areas most affected by roadside parking problems and interviewing/ surveying individuals who were able to give us resourceful feedback which helped in figuring out our "ATQ's".

However, after much research, we soon discovered a different need that would perhaps be more scalable. We discovered another element within the high traffic issue in Bangkok. There was a need to somewhat utilize a service that others have yet to develop in this City of Smiles which entailed usage of thousands of taxis already available on hand. Thus, "Share Taxi Project" came into fruition as a project that would allow passengers to reduce their traveling costs by sharing rides with others using taxis, a mobile app that would be the main platform of service and connection, as well as fulfilling the need to reduce traffic which also reduces the automotive pollution emissions.

1.1.1 Mission and Vision

1.1.1.1 Mission

Share Taxi Project's mission is to assist with commuter transportation in high traffic routes to supply a more convenient and safer way utilizing lower costs through taxi-sharing services; to provide a quick and easy service to match the similar needs of commuters, their same route destinations, and riding together to get there.

1.1.1.2 Vision

The vision of "Share Taxi Project" is to help reduce traffic jams in crowded areas thus reducing the amount of pollution being emitted into the atmosphere and the reduction of cars on the roads throughout Bangkok, Thailand. Additionally, we aim to reach 1,000,000 active users and 400,000 pooling transactions per day within Thailand by the end of 2019.

1.2 Business Model

1.2.1 Full Implemented Business Model

1.2.1.1 Business Model Concept

From our experiment so far, we have formulated full plan business model as the following. However, the model might be adjusted in the future depending on customer feedback.

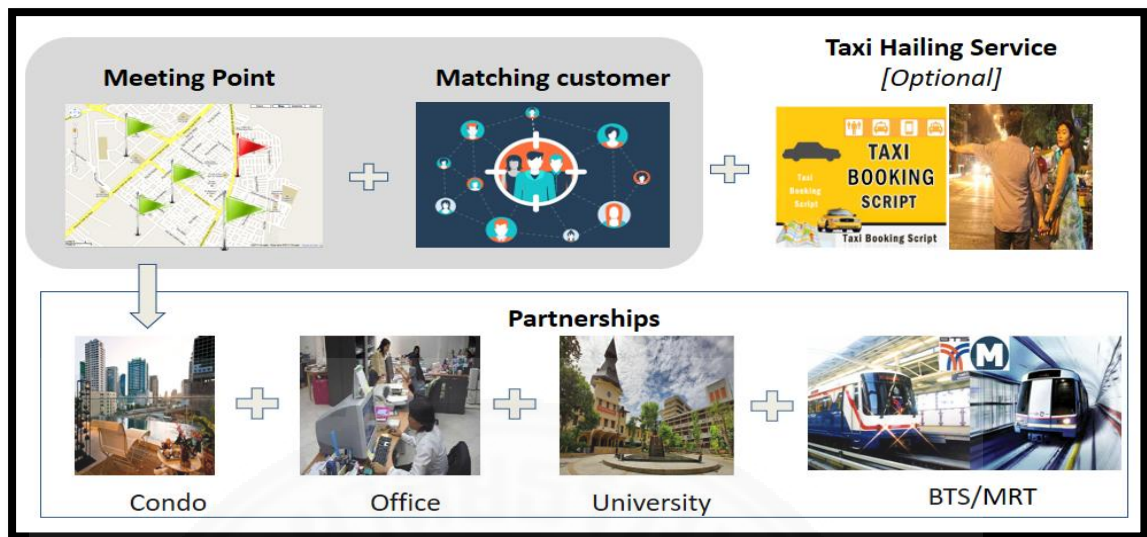


Figure 1.1 Meeting/Matching and Partnerships

The core models of this service are providing both the physical meeting point and online matching customer service. By matching customers from online, the service would operate similar to a real time matching service from point A to B. A passenger can input their route and the app will match them with other passengers at that time. Then each passenger will meet together at a specified point.

By utilizing physical meeting points, we can imagine the Poke Stop from the well-known Pokémon Go application. Passengers can check the meeting point online and come to the point. We would select points at the most suitable location for passengers based on key concerns, e.g. convenience and safety.

According to this meeting point model, we would coordinate with many organizations in order to place meeting points at/near their organization for passengers to meet together. And we will provide service for organizations that would like to subsidize transportation costs for their employees. There are existing practices from global car sharing companies that succeed by targeting the corporate market with this revenue model e.g. Zipcar.

In addition, taxi-hailing fees will be included as an optional service for the customer. Though the majority of taxi passengers still use traditional taxi hailing methods, there is an increasing number of customers who prefer to book taxis to take them; or they might want to pick someone along the way through Uber, which is not available by traditional taxi. So in the future, the service would accept requests for

taxi hailing service from passengers. We expect to develop a system that can refer requests from passengers to taxi networks or taxi hailing services like Uber and Grab. We expect 20% of ride matching to be requests for taxi hailing service too.

1.2.1.2 Business Model Process

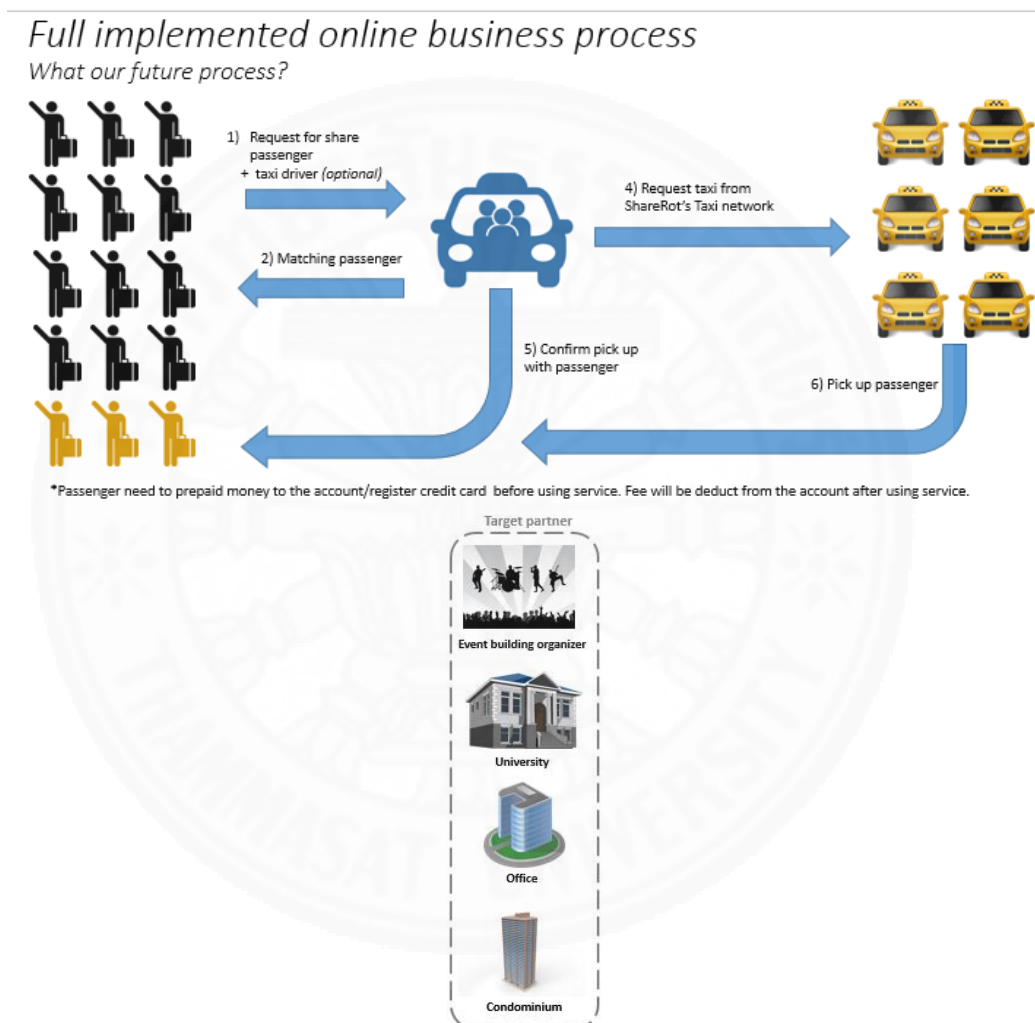


Figure 1.2 Full implemented online business process

According to ShareRot future business plan to create their own taxi sharing network, the main service process of ShareRot are as the following step.

1. *Request for taxi sharing* – Customer originate request to match with other passengers. Then they waiting for request. If passengers need taxi hailing service, they would sent request taxi at this step too.

2. *Matching passengers* – ShareRot matching request from passengers, schedule meeting and reply back to the passengers

(Step 3-5 are optional for passengers who request for taxi hailing service)

3. *Request taxi from ShareRot's taxi network* – ShareRot sent request to the taxi in the network to pick up passenger at the given time.

4. *Confirm pick up with passenger* – ShareRot would sent the confirmation that the taxi driver would confirm to pick them up. Also sent the contact information of taxi driver and taxi registration number to passenger

5. *Pick up passenger* – taxi driver contact passenger and pick up passenger

1.2.2 Current Business Model

According to the full-implemented business model, the current model that is already implemented focuses on the online matching customer module that provides the service for passengers to request for partners to share taxis or to carpool. Mostly ride sharing are routine rides e.g. travelling between the home and office.

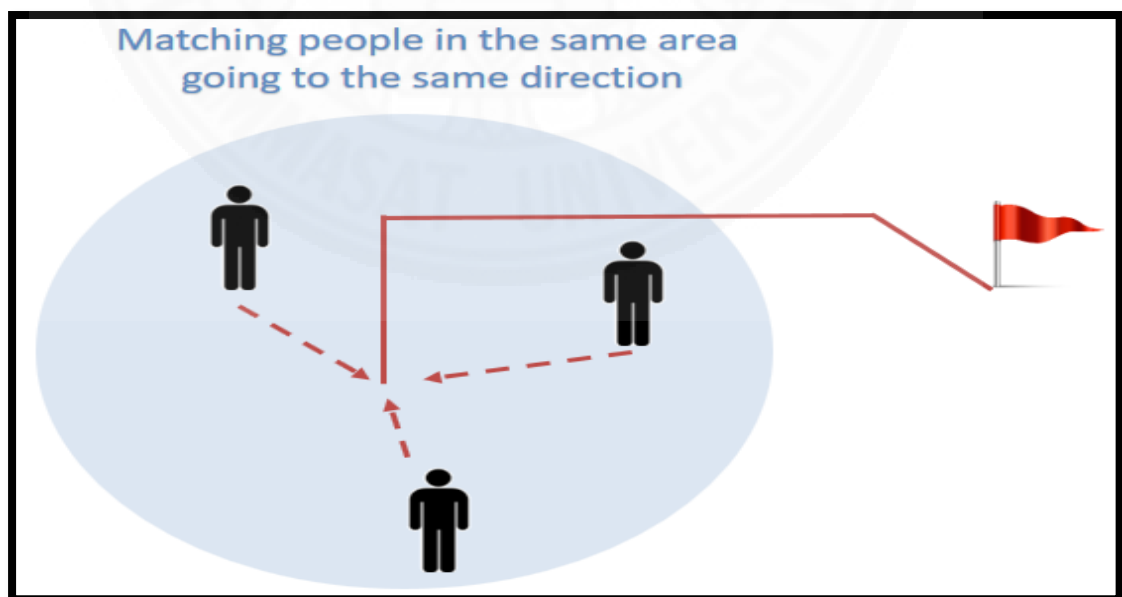


Figure 1.3 Matching-> People/Same Location going to the same destination

We also experiment on the meeting point model by partnering with some offices at Rama III and suburban apartments to act as physical meeting points too.

1.3 Organization of ShareRot/Founders' Biography

Currently, Share Taxi Project's organization consists of Mr. Trisith Kittisriswai as the Founder and CEO and Miss Bunntip Chanchumrat as his co-partner in assisting with various functions of the company.

Mr. Trisith Kittisriswai possesses extensive expertise and knowledge in accounting and the financial industry through his previous role at Krungsri. He is quite passionate as well as visionary in regards to this particular business idea.

Miss Bunntip Chanchumrat contributes by sharing her considerable professional experience gained from 25 years of customer service in the United States. Additionally, she has worked in various industries such as hospitality & food/beverages, mental health, and as a founder of "Euphoric Flavors" and "TLC Petsitting".

Furthermore, aside from complementary backgrounds with the combined skills and talents of Mr. Trisith Kittisriswai and Miss Bunntip Chanchumrat, both are bilingual (Thai and English), which will be a great asset for both our Thai and English speaking customers.

CHAPTER 2

MARKETING STRATEGY

2.1 Marketing Analysis

In regards to the marketing analysis, we have decided to utilize various tools at our disposal. Share Taxi Project's marketing analysis was conducted using the MetaMo canvas (business models) consisting of three different ATQ timeframes, studied current commuters' behavior patterns, selected testing locations, surveyed street people, conducted a Facebook page, conducted a pilot test, and interviewed targeted prospect customers (university students, office workers, security guards, and condo residents).

2.1.1 Problem Analysis

During the conducting of the problem analysis, we have found that Bangkok has high rates of traffic jams especially during rush hours (morning, mid afternoon, and evenings) and special events (local businesses, official holidays, government, military, and royal family outings). Also, there are countless of individuals who are solo drivers and those who take taxis alone as well, resulting in less productivity in transportation. Additionally, the stand still traffic jams generate large amounts of exhaust emissions while in idling. Furthermore, the BTS/MRT rail systems do not cover all the important destinations within the city of Bangkok. Currently, that is not enough for commuters who may need to travel to further destinations. And motorbikes are considered "high accidental risks" and calling a taxi alone is quite expensive, hard to find at times, and the taxi driver does not always want to drive to that particular destination. Lastly, commuter vans are available but they only travel along designated routes and they are not plentiful during peak times.

2.1.2 Market Opportunity

The opportunity for 'Share Taxi Project' is to offer matching services that meet those needs of individuals who are interested in sharing a taxi ride at designated locations with other strangers in reducing ride costs and traveling to the same destination.

In this area, we've researched and conducted an alternative transportation comparison between the various modes of transportation in Bangkok: walking, bicycling, motorcycle, van, bus, regular taxi, personal car, personal carpooling, and our taxi-sharing service. Additionally, other considerations measured aside from method of transport included travel distances, types of convenience, travel speed, security, privacy, reliability and costs. With share taxi; travel distances are long, convenience is high, the travel speed is fast, security is high, privacy is low, reliability is low, and cost is cheap.

Also, we conducted a sharing transport service comparison for bookings, routes, arrival times and how many people were able to utilize the services. In the first come first served bookings (FCFS), on the on-demand routes where passengers arrive, about 2 or 3 people were able to use a taxi. Where there are no services first come first served for parties of 4-11, only a van or a taxi van could accommodate. While for a group of 12+ people, a bus or a business travel bus would be needed for transportation. For reservations on a fixed schedule, there are no services for groups of 2-3, but a school van or public long travel bus are used for 12+ groups of commuters.

2.1.3 Industry Structure

Currently, there are no official direct players within Thailand providing such services as taxi share or share taxi. In other countries, the competitors are just using a tie in of sharing a taxi service with hailing taxis for commuters, eg. Uberhop in the US and Grab hitch in Singapore.

The Share Taxi Project is different. It would be the first in the commuter industry to provide this particular type of service as of our stage one launch starting with Bangkok.

2.1.4 Global trend [Rideshare Around the World]

It may seem that the United States began the modern day trend of ridesharing with the help of app developments involving Uber and Lyft. Though a new report now states the the continuous growing trend is driven by users in other emerging markets besides than the ones in the States.

The 2015 Retrospective report states app analytics have claimed that Mexico, China, India, and Brazil have actively contributed to more than 20 percent of smartphone usages utilizing ridesharing or taxi-hailing apps in the last quarter of 2015 with a comparison than that of 10 percent in developed markets in South Korea and the States.

There's quite a strong competition among the competitors in these countries (India, China, Brazil, Mexico, and parts of Europe). Regional taxi-hailing and ridesharing services such as Ola, Lyft, Didi Kuaidi, and GrabTaxi have formed a global alliance that users are able to use these serves while traveling internationally . Such as an American who may be visiting India can easily order a ride from an Ola driver by using a Lyft app. Or even a person from Thailand who is visiting the States can also order a ride from Lyft by simply using the GrabTaxi app. Modern technology has come a long way in revolutionizing how users are able to book rides with minimal hassles. Furthermore, there is a growing change trend to utilize other methods of transportation such as “ordering rickshaws” from local players in India such as Jugnoo. Even expanding into delivery services for anything ranging from food orders to buying groceries.



Figure 2.1 Global Trend: In China, Uber

China is considering to be one of the largest ridesharing service markets and Uber is fighting to gain a piece of it. Recently, conflicts between Uber and the Chinese leader “Didi Chuxing” has cause uneasiness, but eventually the Chinese government has considered the industry to be beneficial for it’s economy. The government ruled that it was legit and legal with regards to various set guidelines involving fares and driver employment. Although, China’s transporation ministry and other departments will still designate most of the regulations of ridesharing services to local governments. At the same time, Uber is hoping for a clear message of support in terms of benefits to the drivers, riders, and cities. This would allow forward-thinking in generating business innovation for Uber China to be regulation-ready and working with workable policies to put these regulations into practice.



Figure 2.2 Global Trend: In Australia, UberX

UberX in Australia, highlights the growing impact regarding rideshares in many of the Australian cities like Melbourne and Sydney. UberX has provided thousands of new jobs in the past two years with around 1,100 new ridesharing drivers who have already joined the Uber platform. In regards to safety, every ride is covered by the U.S \$5 million contingency liability cover along with additional coverage of the drivers’ own full insurance policies. Also, cashless transaction have reduced taxi crimes by 20 percent. Additionally, the cost of parking is considered very expensive which UberX states that ridesharing instead of owning a car is more

affordable than having to rent parking spaces. And moreover, traffic congestion in many of the cities if pooled and shared by a small number of vehicles helps to reduce less emissions.



Figure 2.3 Global Trend: Throughout Europe, BlaBlaCar

The first European startup offering members to share distant travels with other members while splitting the fare. Currently, BlaBla car has around 20 million members. Their main concept is to connect drivers (with empty seats) with paying passengers to help offset travel distance costs.

2.1.5 Local Trend: Thailand [CarPool Thailand & Carpool World]

CARPOOL THAILAND



Figure 2.4 Local Trend: CarPool Thailand

In our local trend segmentation within Thailand, there previously was a service company called, “CarPool Thailand” a couple years back. Unfortunately, it seems they are no longer providing any services from the looks of their inactive Facebook page which the last posted date is from “February 4th, 2014”.

Through web research, they describe themselves as a platform open to those who wanted to car pool, as well as a meet-up for those seeking others who would allow them to car pool. Also, based on their FB page, they provided very little detail regarding their operations. They simply had a couple of google docs for internet registration and some contact info (email, mobile number, and Line ID). It didn’t seem like this particular service company was doing well.

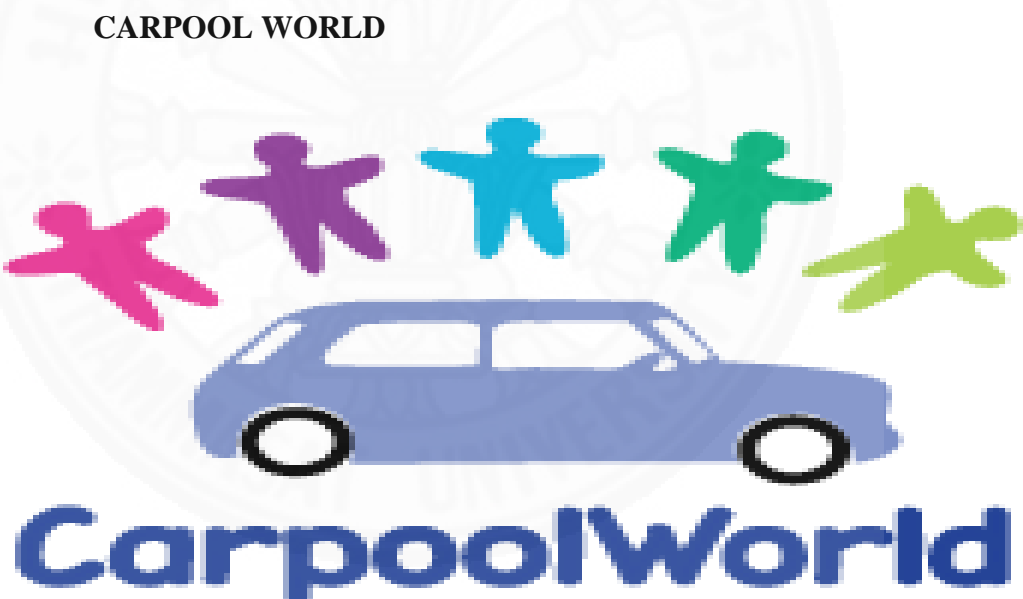


Figure 2.5 Local Trend: CarPool World Thailand

There is no local competition, because – as with CarPool Thailand – they are no longer an active service. There is only a social media reminder that it once existed in order to help resolve commuters’ transportation concerns.

2.1.6 Competitors [GrabHitch & UberPool]



Figure 2.6 GrabHitch Logo



Figure 2.7 GrabHitch Cars (www.grab.com)

Competitor #1 GrabHitch

Why has GrabHitch done so well and is considered our competitor?

GrabHitch is our closest competitor within Asia due to the fact that their operation is located in Petaling Jaya, Malaysia which is not that far away from Thailand.

Firstly, they've stated themselves as an affordable option for daily commutes, offer an expansion of one's social network, as well as help to reduce congestion and pollution. Secondly, GrabHitch showcases a fare comparison between a competitor's (product x) with their own fares. Examples of costs between distances ranging from SS2 to KLCC, which is about 15 km, showed how they could make commuting affordable especially for longer distance trips. Thirdly, on their website, they provide short, detailed visual instructions on "how-to-use" their phone app. The phone app can be uploaded either by scanning a QR code or finding their app and downloading from either the Apple Store or Google Play.

It guides the customer to first add the trip details such as key in the pick-up and drop-off locations for ideal dates and times; then searches for a driver who is going the same way and time as they are. Once, the driver has been confirmed. The coordination of the trip with the driver is confirmed for a suitable pick-up time. At this end point, GrabHitch gives a cheer: "Make new friends and enjoy the ride".

Additionally, their FAQs give their customers advice and suggestions on whatever they may need to know or inquire about such as "What is GrabHitch?", "How do I sign up as a driver?", "Why should I use GrabHitch?", "Why I can't get any Hitch rides?", "How can I create a booking?", etc. Also, GrabHitch offers a service difference comparison between them and other Grab services stating that "GrabTaxi and GrabCar are an on-demand taxi services merely focusing on allocating the nearest vehicle to transport passengers", whereas "GrabHitch" is a pre-scheduled carpooling service that actually aims at pairing potential passengers and commuters who are traveling the same way.

Overall, GrabHitch has been doing quite well. They offer promotions from time to time to get new customers such as "free rides between Singapore and Johor Bahru if booked by the 2nd of June at 1PM for advance bookings only. Also, they are partnered up with the Land Transportation (LTA) in Singapore and with the assistance of regulatory bodies within Malaysia, thus improving the carpooling solutions connectivity between SG and JB. This has created a fare-free cross-border pilot program in the hopes of alleviating traffic congestion while providing commuters with a fast and convenient way to travel across the border.

We at “ShareRot” have yet to acquire these types of power connections or partnerships in order to operate at GrabHitch’s level. Nevertheless, their operations and overall website presence give us a practical way of perhaps implementing their business model and applying them here in Thailand.



Figure 2.8 UberPool – Singapore



Figure 2.9 UberPool Launches in Singapore

Competitor #2 UberPool

UberPool is another ridesharing service that has recently launched in Singapore. They are GrabHitch's direct competitor as well as ours here in Thailand.

How is UberPool in comparison to "GrabHitch" and "ShareRot"?

First, they are utilizing Singapore's transit systems (one of the best public transits) as a key opportunity for commuters to consider an alternative option during peak times where trains and buses can't reach every corner of the island which creates a "too crowded for comfort" type of commuting experience. On that market opportunity point, they are stating UberPool is able to enable people to get to the same location at the same time with a shared journey. They further state that this particular service helps with getting more people in fewer cars, which in turn means cheaper rides for commuters/passengers over a less congested scenario over time. Secondly, UberPool offers a similar type of login mobile app directing customers through the registrations process, connecting to drivers, booking their rides, etc. Though their overall mobile app seems a bit more techno savvy than GrabHitch's, it is still simple and intuitive to use for their customers. Thirdly, UberPool has openly stated that theirs is a proven model. Since 2014, their stats have consisted of over 100 million rides being taken which makes it about 20% of the trips on a global scale. Over 100,000 people are taking pooled trips every week in over 18 cities globally (New York, Los Angeles, Beijing, Shanghai and Chengdu). Also, in China, the number of UberPool trips have grown to over 30 million per month. Furthermore, they are saying they are the cheaper ride option for passengers, a convenient way to reduce congestion on city streets over time, and saving less time between trips for drivers as well, thus, lessening the idle time between paying trips.

2.1.7 Impact of integrating taxi hailing service

If ShareRot can increasing value to taxi driver, there would be more taxi joining shared taxi network. So ShareRot can enhance the model by created their own taxi network for shared passenger.

By create shared taxi network of ShareRot, the impact to value of key stakeholders are as the following table.

Stakeholder	Passenger	Taxi driver	ShareRot	Taxi radio
Gain benefit	Increase chance to find taxi to pick them up at rush hours	Received shared of fee from taxi calling service	<ul style="list-style-type: none"> • Increase taxi supply at rush hours • Received shared of fee from taxi calling service 	-
Loss benefit	Paid taxi calling fee	-	-	-
Sum benefit	Gain	Gain	Gain	Neutral

From this model, ShareRot can received profit from taxi calling service by collecting taxi calling fee from each passengers directly. Taxi driver also received shared of fee at competitive rate to the market.

ShareRot also can recruited both the individual taxi drivers and rental/leasing taxi driver to join the network from this model too.

ShareRot learning from this analysis is **to not solely rely on taxi radio network or other taxi calling service**. Having taxi radio network as back up for taxi supply can be nice. But they also reduce revenue and taxi supply in the long term. Hence, ShareRot would **create their own shared taxi network, parallel with improving matching passenger service**.

The way to create shared taxi network can be apply from taxi calling company. For example, registering new taxi drivers by promote business at taxi cooperative network. ShareRot would also collect taxi driver contact info and add many taxi driver communication channel. And also handle the process of coordinating between passenger and taxi driver such as exchange contact info between passenger and taxi driver.

2.2. Market Strategy

2.2.1 Target Market

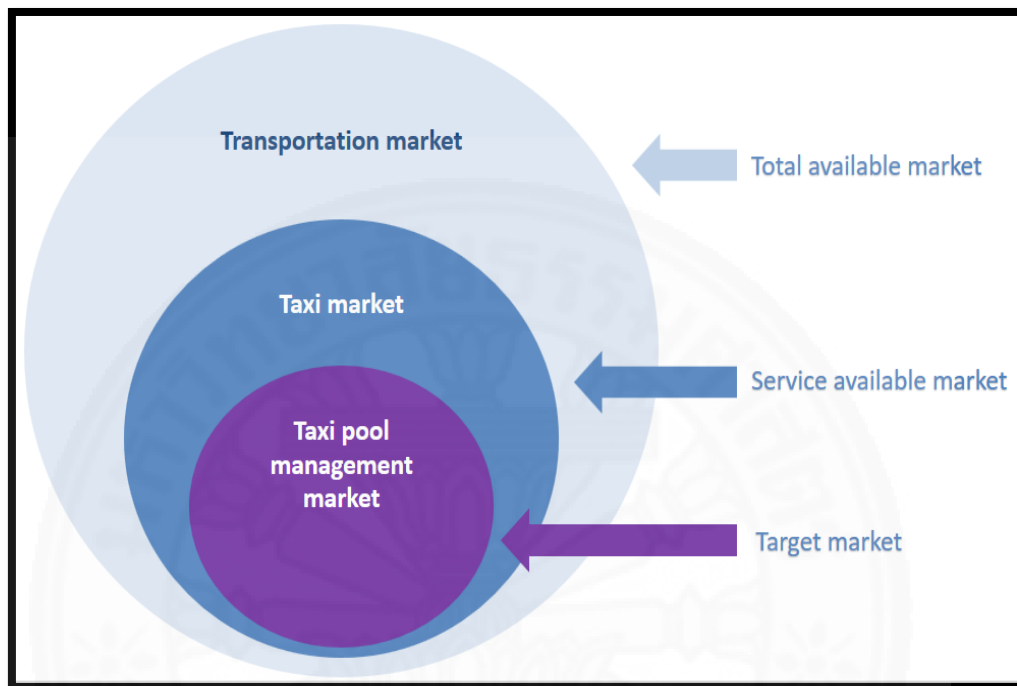


Figure 2.10 TAM-SAME-TM Model

By using TAM-SAM-TM model, we identified the specific target market as the following.

The total available market is the total market of transportation service for passengers such as buses, vans, motorcycles, taxis, BTS and MRT. The total market is surely huge and covers most citizens in Thailand.

The available market is the taxi service market. From our Taxipool model, our project would help taxi market growth by attracting those people who use buses, vans or motorcycles to using taxis instead.

Taxipool management market is the target market that our service is in. Currently there are no big players in the market yet, so there is still a huge opportunity for the first mover in market.

2.2.2 Customer Segmentation

Customers were divided into 2 groups consisting of the consumer group and the business group. We have target specific market for consumer group by looking for those who have greater difficulties from traveling alone. The income range would be from low to middle income. The result from exploration and analysis showed the following:

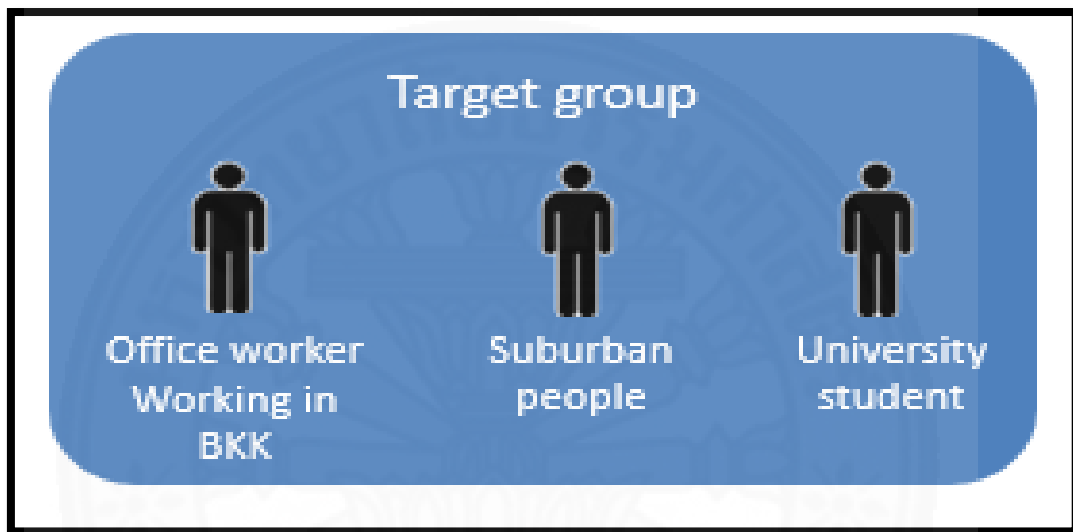


Figure 2.11 Target Groups

- Office workers are the first priority target since they have specific time and route to go together. There are many successful practices of Taxipool/Carpool in the market.
- Suburban people who have business to come into the city; this is a fairly large group. If they go by van, it usually takes a long time to wait. This is also inconvenient for those driving due to traffic jam problems in Bangkok.
- University students face a similar situation to office workers in that they have specific times and routes to go to. They are also more price sensitive due to less purchasing power. So the offer to reduce transportation costs would be attractive to some of them.

(Current Practices: Local Share Taxi Case Without Management Party)

Krungsri office at Rama III has a local share taxi service for employees. It's common during rush hours on workdays that employee who didn't know each other would travel together between the office and Queen Sirikit MRT Station.

Even though Krungsri provides a van service for employees, it is still never enough due to peak traffic in rush hours.



2.2.3 Revenue Model

According to the business model and target market, the revenue model consists of 3-customer segments, which are consumer customer, business customer and other revenues.

3 main revenue streams

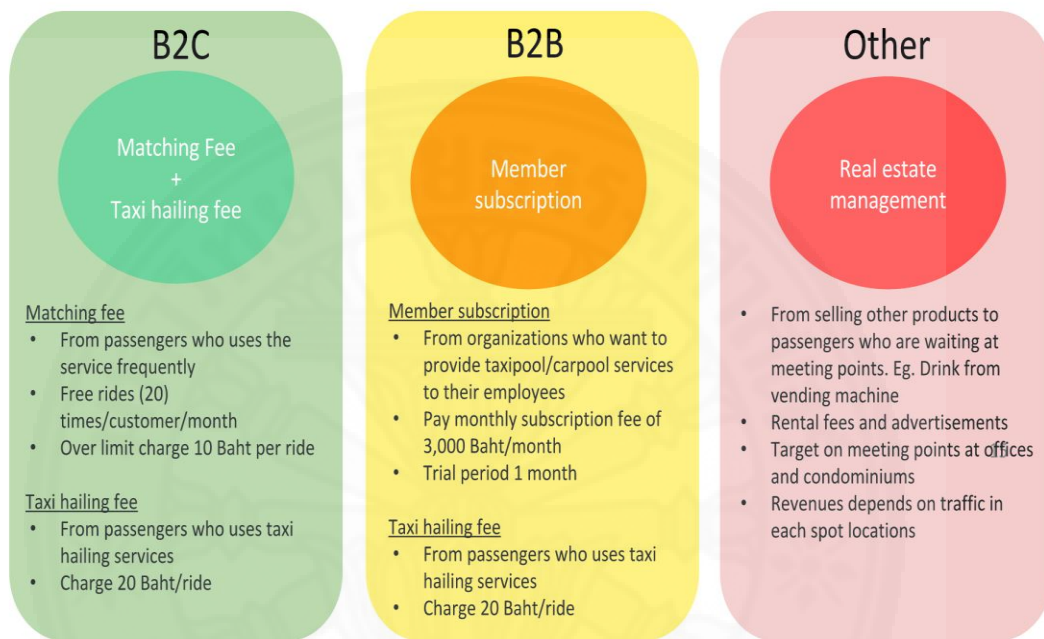


Figure 2.12 Revenue Models

Revenue from Consumer Customer

There are 2 revenue streams from consumer customer, which are ride matching fee and taxi hailing fee. We expected revenue from consumer to be the main revenue stream since it has the biggest market.

Ride matching fee come from passengers using ride matching service. By the way, our direction is to allow most passengers to use free service in order to capture high market share. So we aim to take fees from frequent customers. We expect around 10% of total consumer customer to pay for our service. This way should better-align with the purchasing power and purchasing behavior of customers, since we expect that most customers still prefer to use free of charge service.

Therefore, in order to implement this direction, Free ride with limited times per month are given to the consumers. We expect 20 times per month to be high enough for most passengers to try the service without worry regarding payment. And a matching fee will be calculated per ride per customer at the rate of 10 Baht.

Taxi hailing fee is also another revenue stream. Some customers prefer to have taxis coming to take them. Or they might want to pick someone along the way by Uber. So in the future, the service would accept requests for taxi hailing service from passengers. We expect to develop a system that can refer requests from passengers to taxi networks or taxi hailing services like Uber and Grab. We expect 20% of ride matching to be requests for taxi hailing service too.

To be competitive with current practice in the market, the expected fee from taxi hailing would be 20 Baht per time. We expect to share this revenue with the taxi driver or the taxi hailing company for referring this request to them. The percentage of sharing revenue would depend on the bargaining power.

Revenue from Business Customer

According to the plan for the business customer, organizations that want to provide taxipool/carpool service for their employee can pay a monthly subscription to use the service. Organizations would benefit from promoting taxipool as one of their employee services. They can also subsidize the matching fee for the customer.

Organizations would receive a 1-month trial period in order to allow them to try service. Then we will charge a monthly rate of 3,000 Baht.

Taxi hailing fee is also another revenue stream. Some customers prefer to have taxi coming to take them. Or they might want to pick someone along the way by Uber. So in the future, the service would accept requests for taxi hailing service from passengers. We expect to develop a system that can refer requests from passengers to taxi networks or taxi hailing services like Uber and Grab. We expect 20% of ride matching to be requests for taxi hailing service too.

To be competitive with current practice in the market, the expected fee from taxi hailing is 20 Baht per time. We expect to share this revenue with the taxi driver or the taxi hailing company for referring this request to them. The percentage of sharing revenue would depend on the bargaining power.

Other Revenues

Since we expect to expand physical meeting points throughout the city area, we expect to gain revenue from utilizing passenger travelling traffic at meeting points. To utilize the time passengers spend on waiting at the meeting point, we can provide goods and services catering to the passengers to increase revenue. We expect to cooperate with the real estate buildings, e.g. condominiums and offices, to provide services such as drink/snack vending machines, or to create areas for advertisement.

2.2.4 4P's & 4C's Marketing Mix

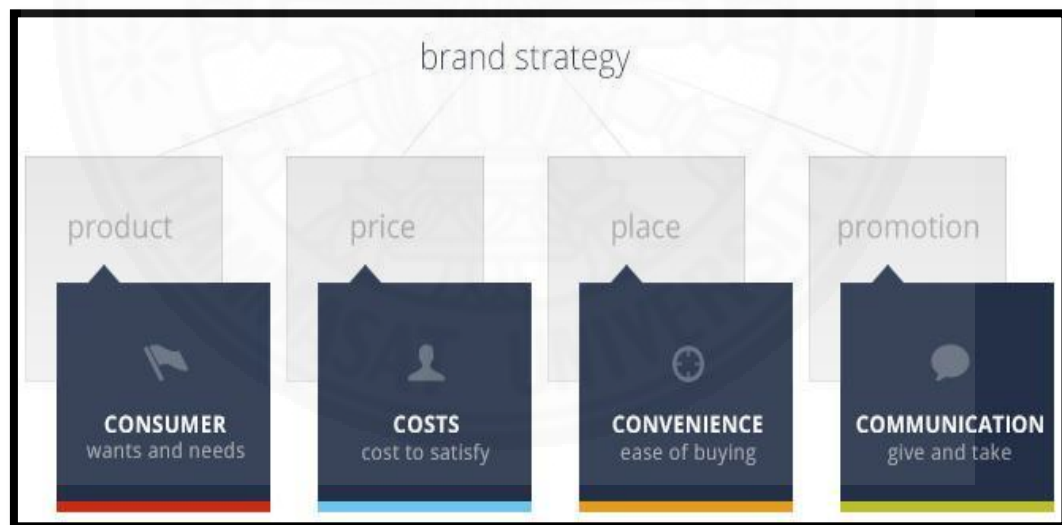


Figure 2.13 4 P's Marketing Mix Model

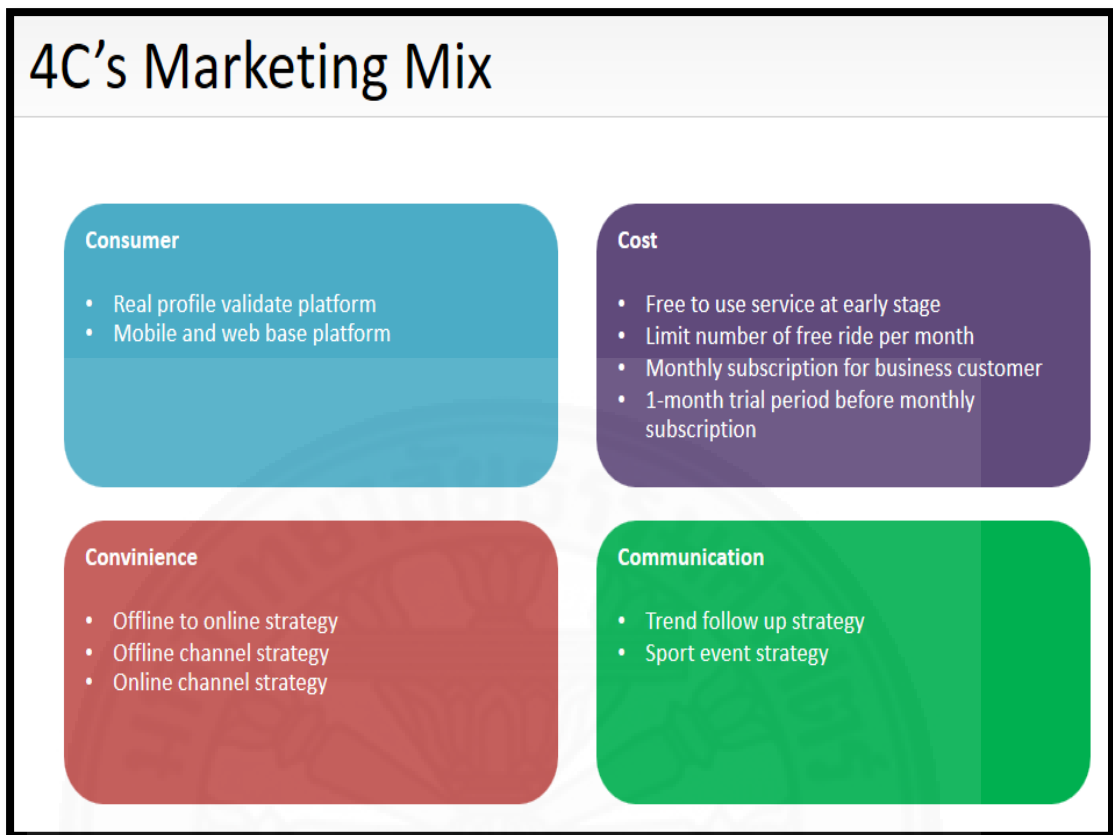


Figure 2.14 4 C's Marketing Mix Model

2.2.4.1 Consumer Strategy

ShareRot conducted numerous researches in order to understand what our customers' wants and needs are regarding carpooling, ride shares, and alternative commuting options. Then to try to attract them by providing such services that would ease commuters' concerns (safety, security, ease of use, lower transportation costs and etc.) We have come up with a strategy as follows.

- Real profile validation platform: to ensure security to customers by validating identity at the registration process and ratings by other passengers in the future.
- Mobile and web-based platform: from online experiment experience, most customers come from mobile platform rather than PC. So we focus on mobile-applicable web-based solutions.

2.2.4.2 Cost Marketing Strategy

ShareRot realizes that the price – measured in baht – is one of the factors crucial to satisfying our commuters. We have come up with strategy as follows.

- Free to use service at early stage: Because the project is currently in early stage, we provide service for free in order to encourage them to try the service.
- Limited number of free rides per month: To increase growth of new passengers.
- Monthly subscription for business customer: To make the cost of business customer easy to control, using subscription model for business customers instead. We expect to up sell by giving discounts if they subscribe for longer periods.
- 1-month trial period before monthly subscription: To persuade new customers to try the service.

2.2.4.3 Convenience Strategy

In regards to convenience to buy, ShareRot has been using a subset of the market to buy through diverse platforms via internet (FaceBook, Comovee, and Google) and Line App. We have come up with strategies as follows.

- **Offline to Online Strategy:** First, focusing on gaining new customers from offline channels. Then converting them onto “online platforms” and encouraging customers to refer others to the online platforms too.
- **Offline Channel Strategy:** Using open booth, brochure, poster and X-stand to create brand awareness and educate potential customers. These advertisement items were strategically placed at several van service locations in selective target customer areas with heavy traffic footprint.



ทางเดียวกันไปด้วยกัน
หาเพื่อนร่วมทาง แชร์ TAXI ที่นี้

คุณเหนื่อยกับการต่อรถจาก **BTS/MRT** และหมดเงินกับค่า **taxi** ไหม?
หากคุณต้องเดินทางจาก **BTS/MRT** เพื่อไปยังสำนักงานมหาวิทยาลัยหรือที่พักอาศัยของคุณ และมี
ปัญหาจากค่ารถ **taxi**, เสียเงินในตราจากมอเตอร์ไซด์ หรือรถจอดู่นาน

คุณสามารถมีการเดินทางที่สะดวกสบาย ปลอดภัย และประหยัด เพียงเข้าร่วมชุมชนเพื่อการแชร์รถ
taxi ด้วยวิธีง่ายๆ โดย **scan QR code** มุมขวามือ ด้วย **Line app** และรอรับค่าเชิญเข้าร่วม
ชุมชนของเรา โดยแยกตามกลุ่มองค์กร/สถาบันของคุณที่เดินทางผ่านเส้นทางไป-กลับเดียวกัน เพื่อนัด
หมายการเดินทางร่วมกันได้ที่นี่





**Join share taxi
community** วันนี้

ประหยัดค่ารถสูงสุด **75%**

ลดเวลารอคิวเรียก **taxi**

ปลอดภัยจากอุบัติเหตุจาก
การโดยสารมอเตอร์ไซด์

โอกาสทำความรู้จักเพื่อน
ใหม่ คุณเลือกได้ว่าใครคือ
ผู้ร่วมทางกับคุณ!

SHARE TAXI

Line ID : Sharetaxi
Tel : 086-791-4985

www.facebook.com/sharetaxi

Figure 2.15 ShareRot (previously named “ShareTaxi” brochure ad via
FaceBook/Handouts



Figure 2.16 ShareRot X-Stands

- **Online Channel Strategy:** Open own web platform and apply social network e.g. Facebook page, Line@ to operate and promote business. Apply online advertisement to access the right target market at low cost e.g. Google Adwords.

sharerot

ShareRot
@sharerot

หน้าหลัก

เกี่ยวกับ

บริการ

คำวิจารณ์

รูปภาพ

ถูกใจ

วิดีโอ

โพสต์

จัดการแท็บ

ถูกใจ ข้อความ ...เพิ่มเติม ติดต่อเรา

สถานะ รูปภาพ/วิดีโอ ข้อเสนอ, งานกิจกรรม +

เขียนอะไรบางอย่าง...

ฉบับร่าง 3 ฉบับ
Last draft created 9 สิงหาคม เวลา 22:32 น. ดูฉบับร่าง

บริการด้านการบรรทุกและขนส่ง · กรุงเทพมหานคร

ค้นหาโพสต์บนเพจนี้

ถูกใจ 135 คน 0 คนสัปดาห์นี้
Wan Tha และเพื่อนคนอื่นๆ อีก 9 คน

Figure 2.17 Adword via Facebook Page Post

Content Marketing Strategy for Facebook

- Open and promote Facebook page via FB Ads
- Use location screen to targeted people who live around the Bangkok Metropolitan area
- Focused on content regarding transportation problems
- While “Acting Small”, we focused on 1 target at a time
- Shared relevant education content to “targeted” group problems

Tips for daily transportation to promote FB page:

We uploaded “Info-graphs” to educate the general public regarding public awareness of transportation congestion, conveying costs and how sharing rides would generate commute savings, and offering commuters an “alternative” solution to these problems.

Results & Learning

- Couldn’t promote pages without any clear reasons for customers to come back to the page
- Page likers had low relation to customers and there are low interaction with pages

2.2.4.4 Communication Strategy

On the communication section components, ShareRot has been trying to encourage a give and take interaction between ourselves and our commuters (buyer and seller). Thus far, ShareRot has created “interactive” advertising through Facebook, Lead Ads, and Google. We have already included in all our social media platforms: phone numbers (mobile), website links, and inquiring if any new prospects needed additional help with registration enrollment which have been conducted by emails from www.sharerot.comovee.net as well as other sources used to obtain commuters’ email addresses for current and future business purposes. We have come up with strategies as follows.

- Trend Follow-up Strategy: applied current social trends to further promote business.

ShareRot
เขียนโดย Trisith Kittisriswai [?] · 9 สิงหาคม เวลา 20:17 น. · 🌐

ค้นหาและนัดหมายคู่หูออกไปขับรถจับโปเกมอนได้ทีนี้ ไม่ต้องกังวลกับอันตรายจากอุบัติเหตุ และสังสรรค์กับเพื่อนใหม่ระหว่างออกล่าโปเกมอนด้วยกัน!

*ลงทะเบียนกับ SHAREROT แล้วสมัคร event Pokemon Go เราจะจับคู่ผู้เล่นท่านอื่นที่อยู่ในละแวกเดียวกัน หรือท่านสามารถนัดหมายกับผู้เล่นที่ต้องการได้เองผ่านระบบของเรา

สมาชิกรใช้งาน
sharerot

มาหาเพื่อนแชร์รถไปจับโปเกมอนด้วยกันเถอะ!
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www.sharerot.com

เข้าถึงแล้ว 13,274 คน

👍 ถูกใจ 🗨 แสดงความคิดเห็น ➔ แชร์

👍 Arm Kitprasong, เบิร์ดค. ด. และคนอื่นๆ อีก 20 คน ตามลำดับเวลา

Figure 2.18 Promoting “Pokémon Go” Event on FaceBook Page #1

Prasith Thawornpisarn ได้แชร์โพสต์ของคุณ
 10 สิงหาคม เวลา 11:09 น. · 🌐

แชร์ ใจจริงๆ tech startup Pokemon



มาหาเพื่อนแชร์รถไปจับโปเกมอนด้วยกันเถอะ!
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www.sharerot.com

👍 Nopphasul Sirijant, Korn Kitti และคนอื่นๆ อีก 2 คน

👍 ถูกใจ 💬 แสดงความคิดเห็น ➦ แชร์

Figure 2.19 Promoting “Pokémon Go” Event on FaceBook Page #2

Pokémon Go Campaign

In this particular marketing campaign, we showcased the social trend “Pokémon Go” to help boost interests towards our FaceBook “ShareRot” page. We launched Pokémon Go campaign on day 3 after the release of Pokémon Go in Thailand. The campaign persuaded passengers to share cars together while going to catch Pokémon. So instead of them driving and playing the mobile game at the same time, they can take turns between drive and play with their partners. They also have the opportunity to meet new friends who have similar interests to them.

This campaign has received a fair amount of interest after launching it on a Facebook post. By purchasing and adding “FB lead ads”, ShareRot got a higher conversion rate than the promoted lead form. Also, the leads were from those who were mobile users. It seemed due to the less fill-ins, which became more suitable with mobile customers as well.

The response rate from “click” ad to fill-in forms was approximately 10%. Most dropped off users did not click the ad at all.

- Sport event strategy: Plan to promote business for passengers to cheering football competition at football stadium. These strategies come from exploring problems for football spectators relating to high traffic jams and waiting in long queues for taxis.

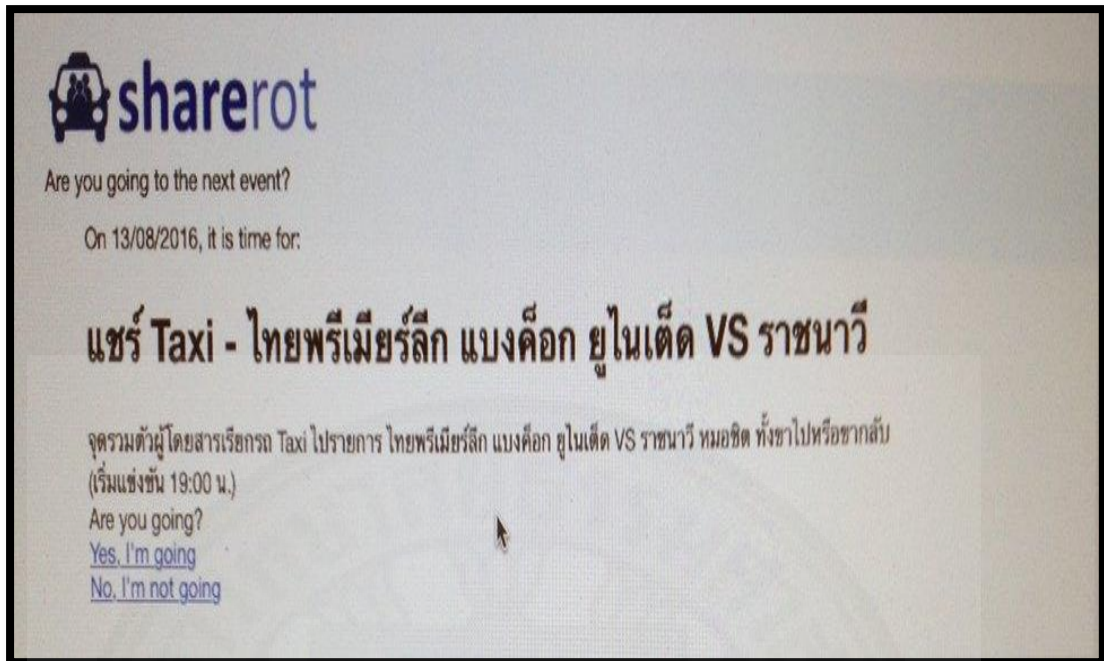


Figure 2.20 Event Pop-Up Question



Figure 2.21 Football Event Photo

TOYOTA
THAI PREMIER LEAGUE



Football Event

In this particular marketing campaign showcasing the social trend “Football”, ShareRot wanted to expand and create higher exposure for “potential” new prospect users to want and use our services. It is well known that such popular events as “Football” generates high traffic congestion to and from the event locations. ShareRot sent out emails to our current file of potential customers to let them know we were also partaking in this particular event. If the individual(s) respond “yes, I am going”, ShareRot would offer options of traffic routes and perhaps a promotional coupon to generate higher buy-ins in using our services.

CHAPTER 3

SALES STRATEGY

3.1 Target Customers: University Students/Condo Residents/Office Workers

University students take 2nd transportation from BTS/MRT to university:

After conducting interviews with university students throughout the Thammasat campus, we found that students were very interested in these types of services. They usually use motorcycle services, motorcycle tuktuks, buses, personal cars, and taxis when leaving the campus entrances/exit areas. Sometimes they travel alone and are looking for people to share the taxi fare costs due to the fact that they are more concerned with traveling costs than time.

Condo residents living away from BTS/MRT from 0.3-1 kilometer:

Interviews have been conducted by asking various condo residents at different locations regarding their travels to and from home especially if they are using the BTS as their prime destination. While some condos are only a couple of hundred meters away from the BTS stations, others are quite far away. Also some condos have tuktuk services that bring commuters to the BTS station though there is usually only 1 available. The security guard usually calls a taxi to come pick up condo residents. There is a market where many condo residents are planning to go to the same destination, they could all share the taxi costs. For example, a taxi ride from Ari Condo to Ari BTS would cost 1 person around 35-40 baht. If there were 3 passengers leaving from the same location and then also going to the BTS, it would only cost each person around 12 or 13 baht for the same distance ride. Though if there were 4 people then the saving would be either 8 or 9 baht. So basically, riding alone costs more than sharing a ride with others.

Office workers take 2nd transportation from BTS/MRT to university:

Surveys were conducted in asking office workers who were waiting at a popular bus/taxi area. We found out that many people were hailing taxis to go home. Usually it was 1 to 2 passengers per taxi. Many people also use the public bus because it is very cheap. Some people have voiced that they thought it would be a good service to have to save transportation costs while not being stuck on a very crowded smelly bus that had no a/c. They could comfortably travel in a taxi that was air conditioned while riding to the same destinations.

3.2 Sales Promotion

To promote sales at the early stage of business. We plan to launch campaigns providing gifts such as 100 Baht gift cards for new passengers using the service on the 3rd time. The current SCB carpool program gives car washing gift cards to car drivers. These car drivers will get the gift card after a certain time of providing carpool with other passengers.



Figure 3.1 Offering Gift Cards/Vouchers

3.3 Payment Method

Due to the small amount of fee per times, our direction is to let passengers pay less times at higher amounts or deduct from credit card. This way reduces transaction costs and passengers are thinking less about paying money when they using service.

There are 2 payment methods that would be used for the consumer market:

- Prepaid – By adding money to accounts using money cards e.g. True Money card.
- Post-paid – By deducting from a credit card account at the end of the month.

CHAPTER 4

OPERATION STRATEGY

4.1 Operation and System Strategy

We have 2 key strategies already implemented as follows.

4.1.1 Partner with Software Company

In order to provide the matching system for passengers, we explore foreign markets that have been using carpooling widely. Then we contact the software house company that completed the web-based application system for the companies that use the system for their employees.

We have applied monthly subscription program with them and allowed to white-label them. This way, we acquired a completed system in a short time. We also accessed the technical service team to help solve technical issues. In addition, no fixed cost was needed to invest in the system. And since fees are proportional to the number users, at the early stage the cost for the system is very low.

4.1.2 Testing with 2 operating model – We are concurrently testing 2 different

Operating models with 2 different platforms as follows.

- Open for matching by passenger's model [web] – in this model, passengers register and publicize their request in a web platform. Then they will contact other available passengers and schedule meeting by themselves. The system will also generate auto mail and message to notify the passengers when there is another available passenger nearby.

- Centralize matching by ShareRot model [manual] – in this model, we manually match requests from passengers. Then we will inform them if there are any available passengers to go together. If both passengers give the OK, they will receive contact information and they can schedule meeting by themselves. We use Google form submission and sometimes use Facebook lead ad to collect request.

4.2 Customer Service Flow

4.2.1 Customer Service Flow of Web Platform

4.2.1.1 Registration Process of Web Platform

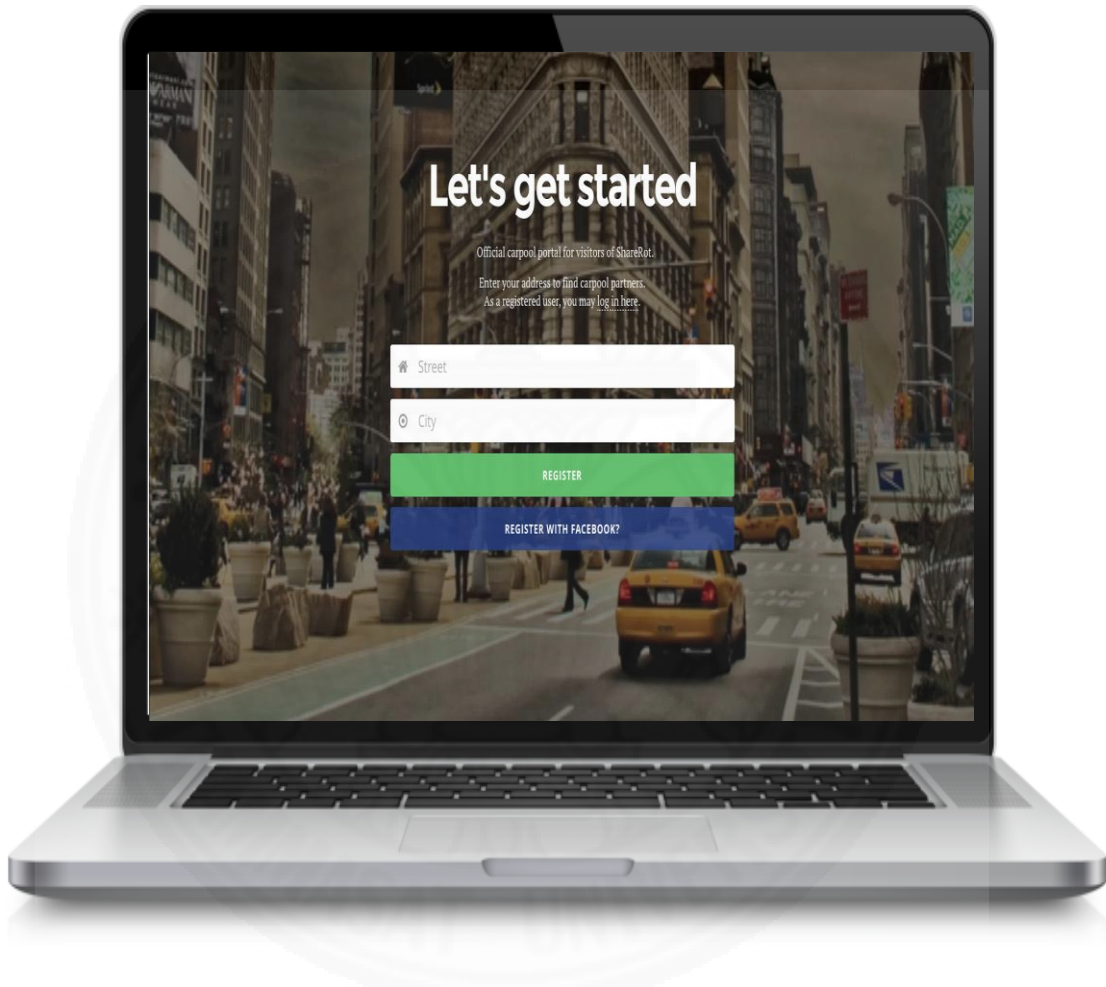


Figure 4.1 Let's Get Started

Step 1: Input address.

- Go to "sharerot.com" website
- Type in your street and city. Ex. Bts Ari and Bangkok
- Then "click" register. Please wait as the site processes the data

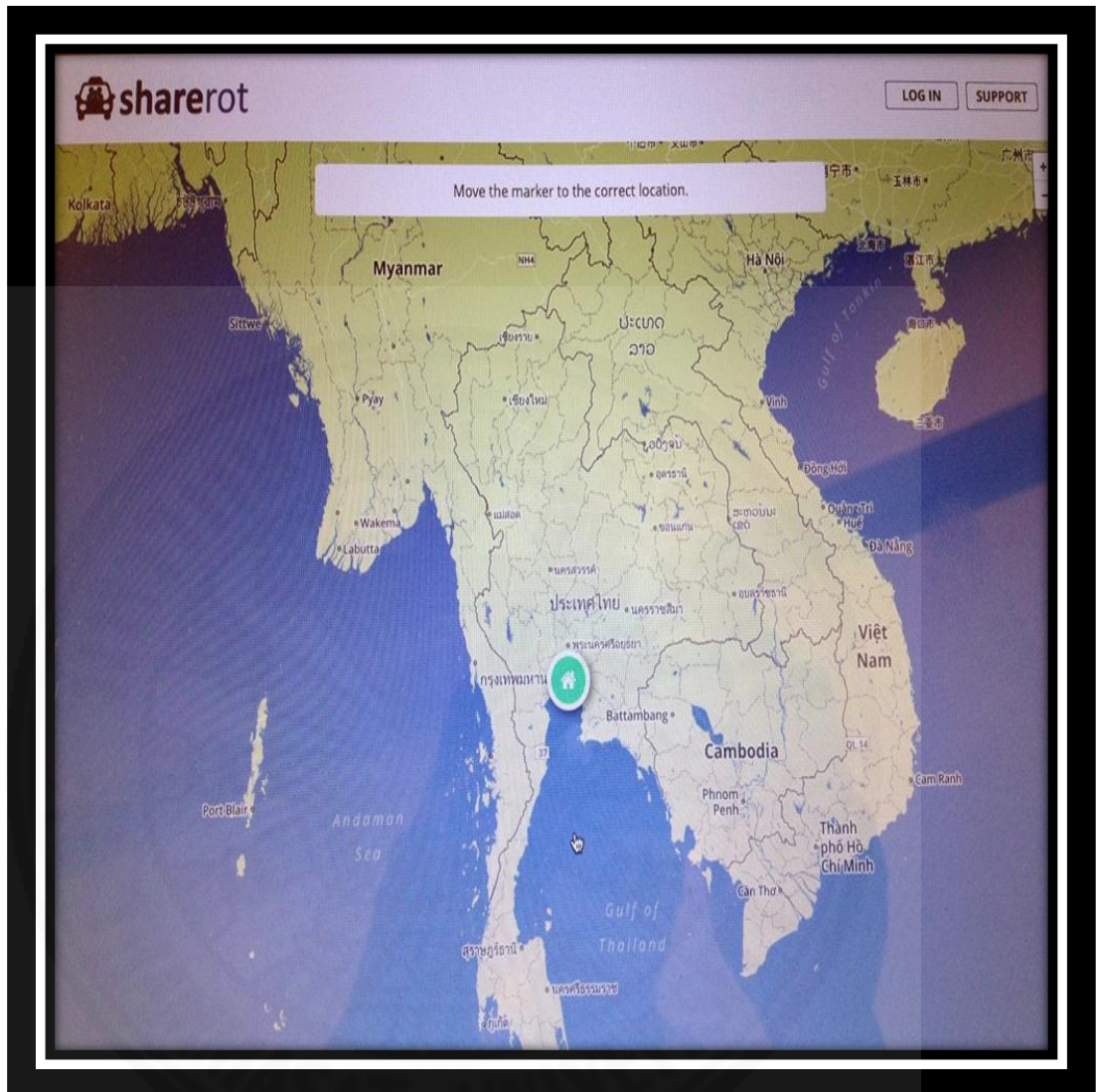
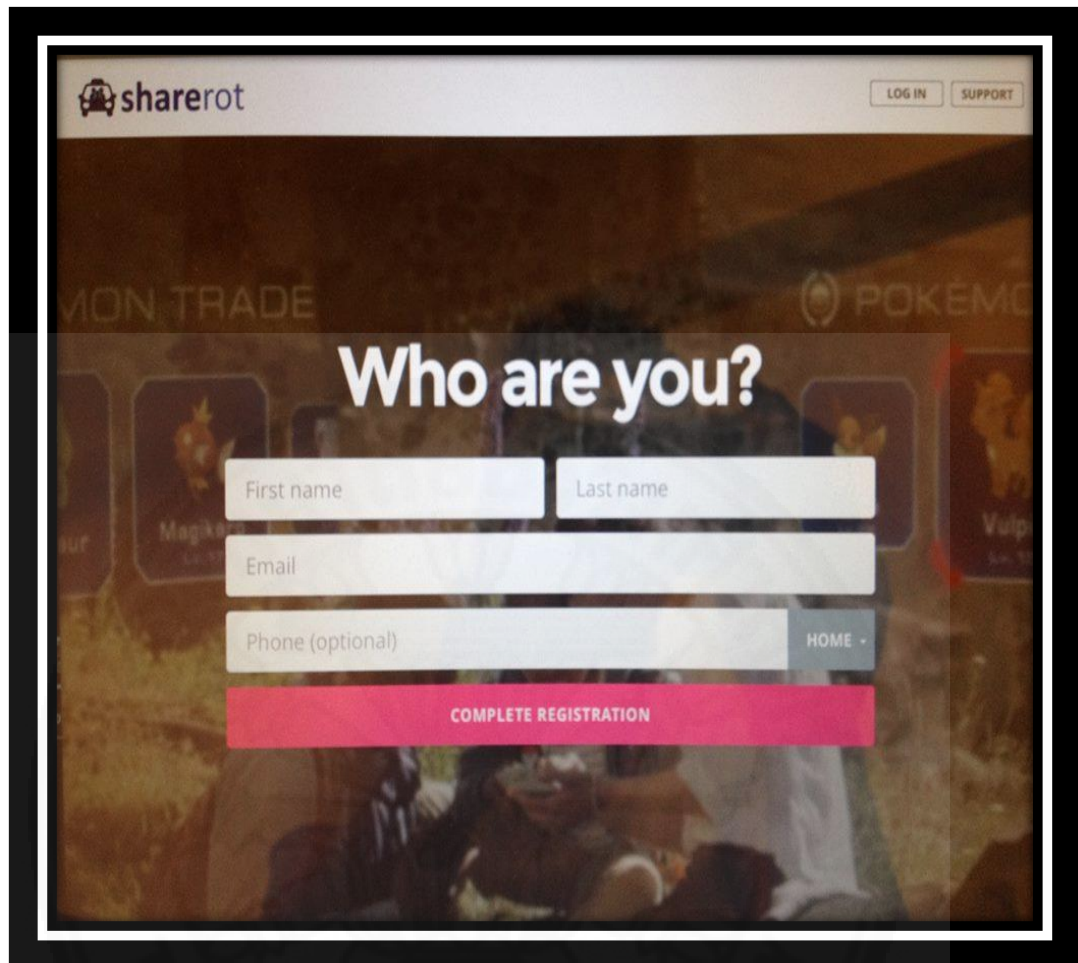


Figure 4.2 Pin Out Exact Location

Step 2: Pin out exact location
 A map of your country location with
 (a house symbol) on the map
 showcasing the location



The screenshot shows the registration page for shareerot. At the top left is the shareerot logo, and at the top right are 'LOG IN' and 'SUPPORT' buttons. The main heading is 'Who are you?'. Below it are input fields for 'First name', 'Last name', 'Email', and 'Phone (optional)'. To the right of the phone field is a dropdown menu labeled 'HOME'. At the bottom is a pink button labeled 'COMPLETE REGISTRATION'. The background features a blurred image of people and some text like 'MON TRADE' and 'POKÉMO'.

Figure 4.3 Who are you?

Step 3: Input your profile

- Fill-in the first name and last name
- Type your email address
- Phone number is “optional”. On the right side: There is a scroll box for Home/Cell/Work
- Then “click” complete registration.
- By clicking this in turn will activate the link and state please continue your registration. Once that has been completed. The next time, login is already ready for use.

4.2.1.2 Matching Process of Web Platform

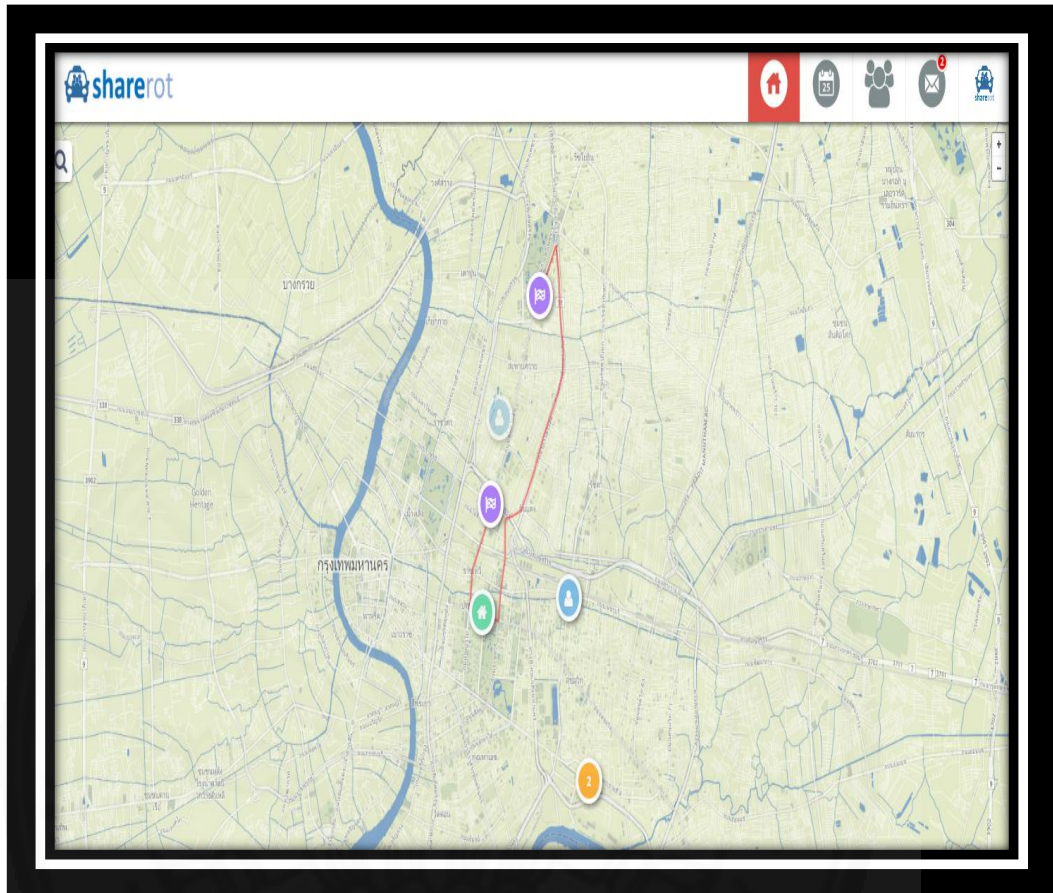


Figure 4.4 Click People Icons

Step 1: After log -in, go to event menu by click people icon on the top right bar.

The screenshot displays the ShareRot application interface. At the top, there is a navigation bar with the ShareRot logo and several icons. Below this is an 'Events' section with a table listing events. The first event is selected, and its details are shown in a modal view.

Date	Event	Venue	Attendance	Action
09/08/2016 - 30/12/2016	Pokemon Go - หาคู่หูเชอร์รี่ไปจับโปเกมอนด้วยกันเถอะ!	พื้นที่สนามฟุตบอลใช้สนามมิดทาวน์, Bangkok	NOT ATTENDING	CHANGE
09/08/2016 - 30/12/2016	แชร์ Taxi - BTS หมอชิต	BTS หมอชิต, Bangkok	ATTENDING	CHANGE
09/08/2016 - 30/12/2016	แชร์ Taxi - ชุมสายรังสิตบนรถตู้	ชุมสายรังสิตบนรถตู้, Bangkok	ATTENDING	CHANGE

Event Details (Modal View):

- Event:** Pokemon Go - หาคู่หูเชอร์รี่ไปจับโปเกมอนด้วยกันเถอะ!
- Date:** 09/08/2016 - 30/12/2016
- Venue:** พื้นที่สนามฟุตบอลใช้สนามมิดทาวน์, Rama I Road 991, Bangkok, GPS: 13.7464 N, 100.5345 E
- Attendance:** NOT ATTENDING
- Action:** CHANGE

Event Description:

ถ้ามาคนเดียวมาอยู่คนเดียวก็เหงาไม่ใช่น้อยสิคะ! ไม่ใช่ว่าตัวคนเดียวเราทำอะไรก็ยาก... แต่ถ้าเราจับทีมที่มันน่ารักๆ มาเจอกันไปจับโปเกมอนด้วยกัน! เราจะได้จับโปเกมอนที่มันน่ารักๆ และจับตัวพวก emoli! ที่มันน่ารักๆ มาจับกันด้วยสิคะ! หรือถ้าใครมาคนเดียวก็มาจับโปเกมอนด้วยสิคะ! message ของชอบได้เลย!

*หากอยากสอบถามข้อมูลเพิ่มเติมได้ที่ www.facebook.com/sharerot
** ไม่ใช่อีเมลทางการ ไม่สามารถส่งข้อความหรือคำปรึกษาเกี่ยวกับงานได้

Figure 4.5 Select Event

Step 2: Select event that you want to attend

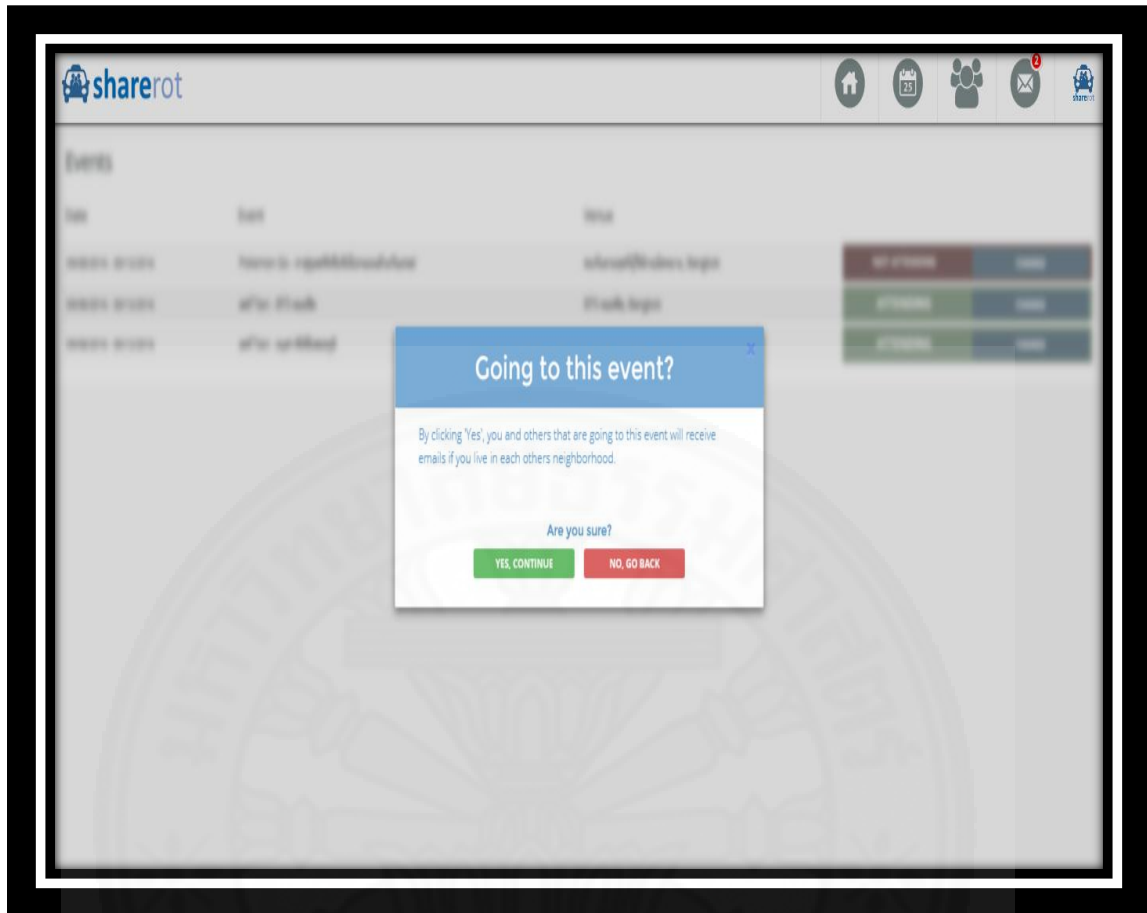


Figure 4.6 Going To This Event?

Asks...
Are you
going to this
event?

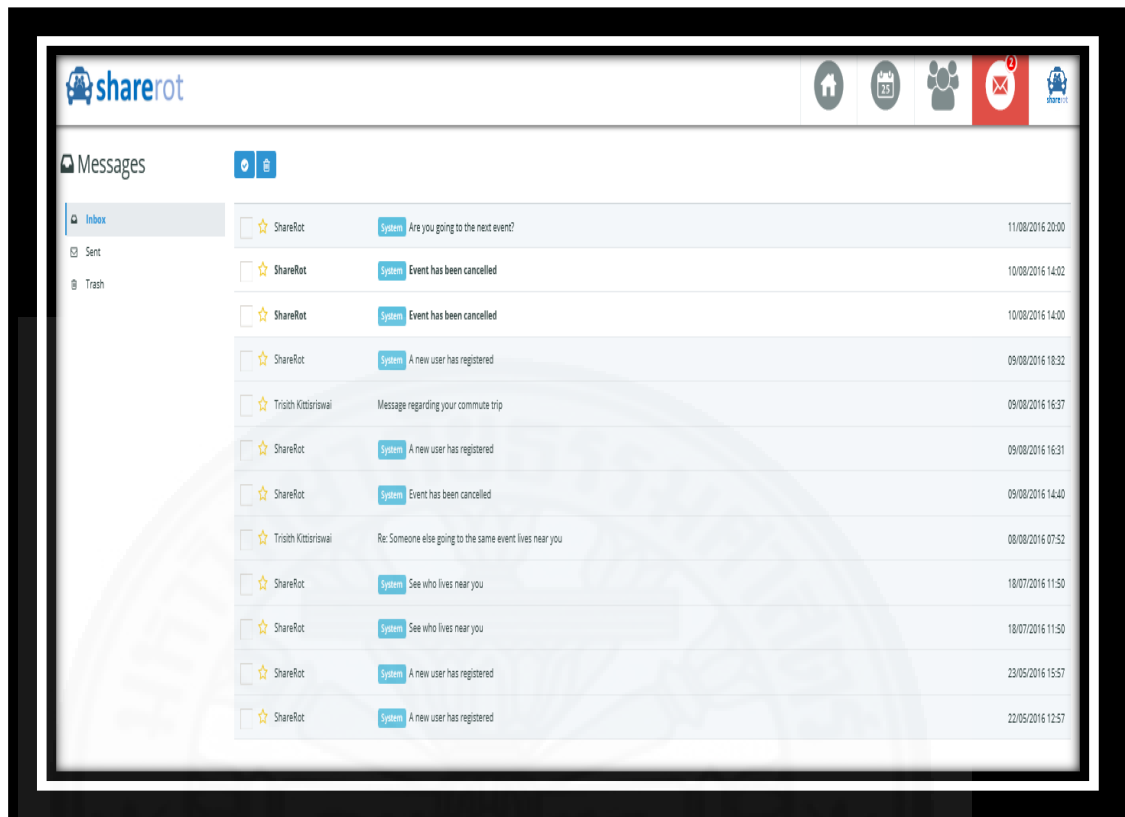


Figure 4.7 Notifications Of Near Passengers

Step 3: See notify of nearby passenger going on the same way. Message menu are mail icon on top right bar.

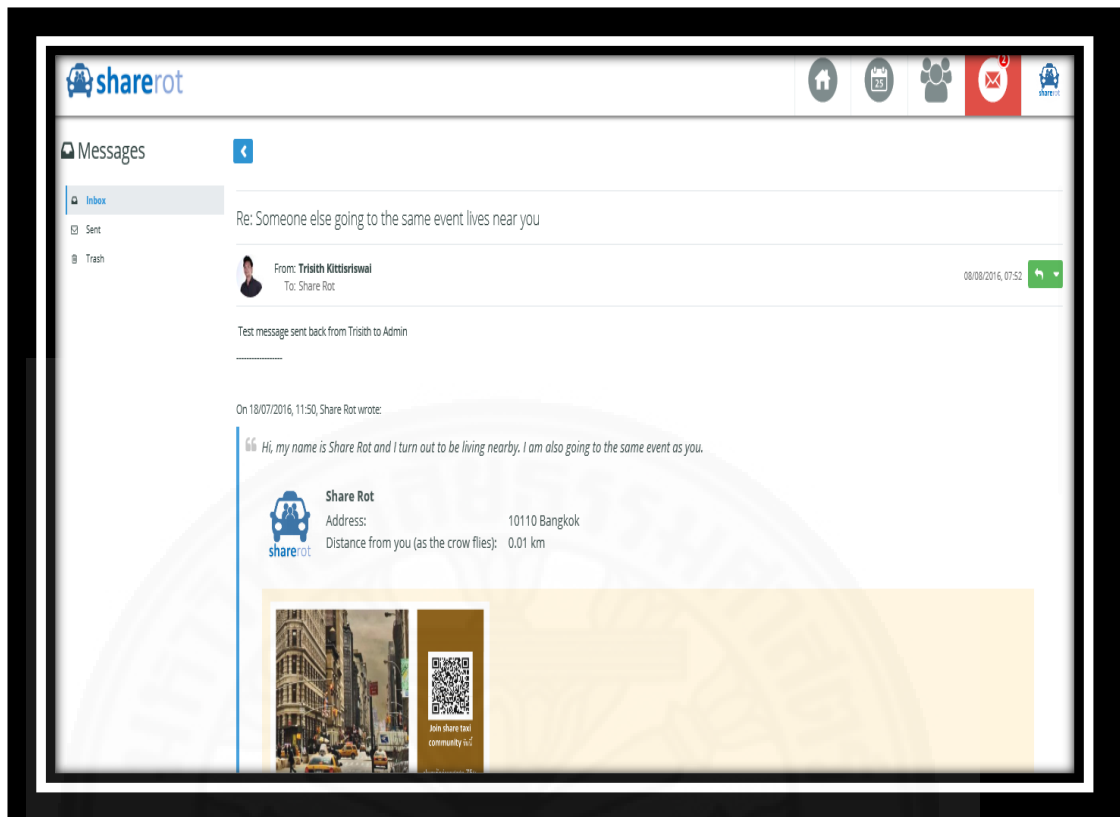


Figure 4.8 Another Person Is Going To The Same Event

Another
person is
going to the
same event

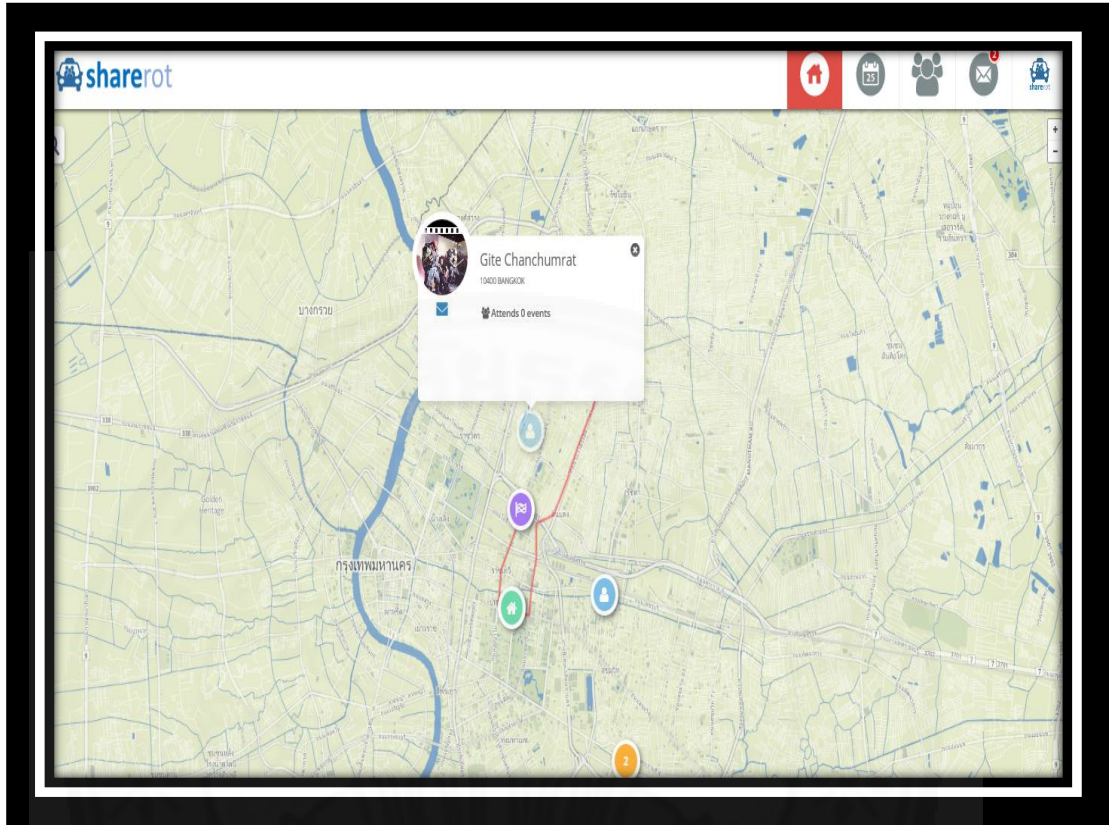


Figure 4.9: Profile Pinned

Profile
pinned on the
city map

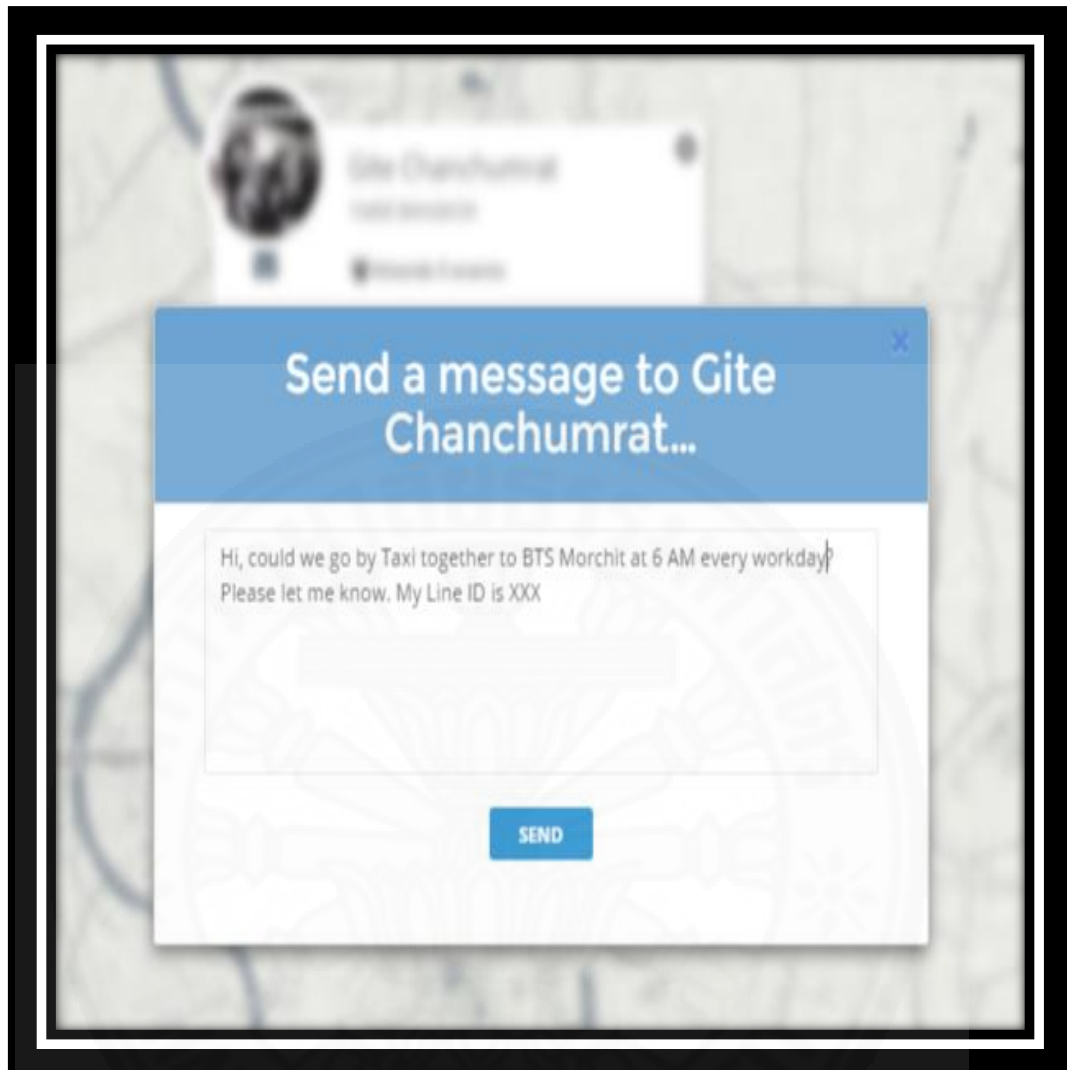
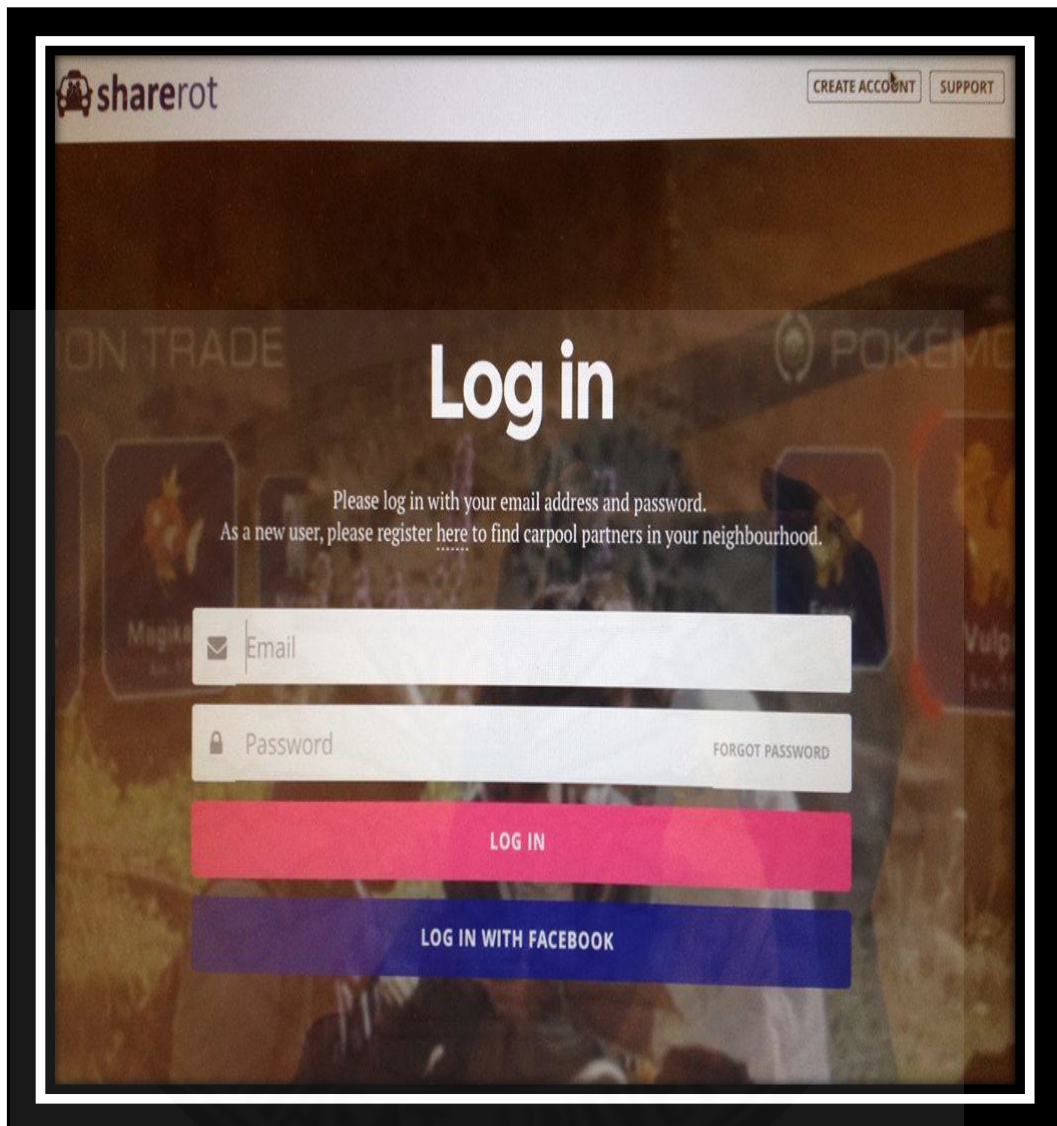


Figure 4.10 Send a Message

Step 4: Message to other passenger to schedule meeting together.

4.2.1.3 Log in Process of Web Platform: By Email Address



The screenshot shows the login interface for the 'shareerot' web platform. At the top left is the 'shareerot' logo, and at the top right are links for 'CREATE ACCOUNT' and 'SUPPORT'. The main heading is 'Log in'. Below the heading, there is a message: 'Please log in with your email address and password. As a new user, please register [here](#) to find carpool partners in your neighbourhood.' The form consists of three input fields: 'Email' (with an envelope icon), 'Password' (with a lock icon and a 'FORGOT PASSWORD' link), and a 'LOG IN' button. Below the 'LOG IN' button is a 'LOG IN WITH FACEBOOK' button. The background of the page features a blurred image of a person and some text like 'ON TRADE' and 'POKEMON'.

Figure 4.11 Login with Email

Adding email &
creating a password

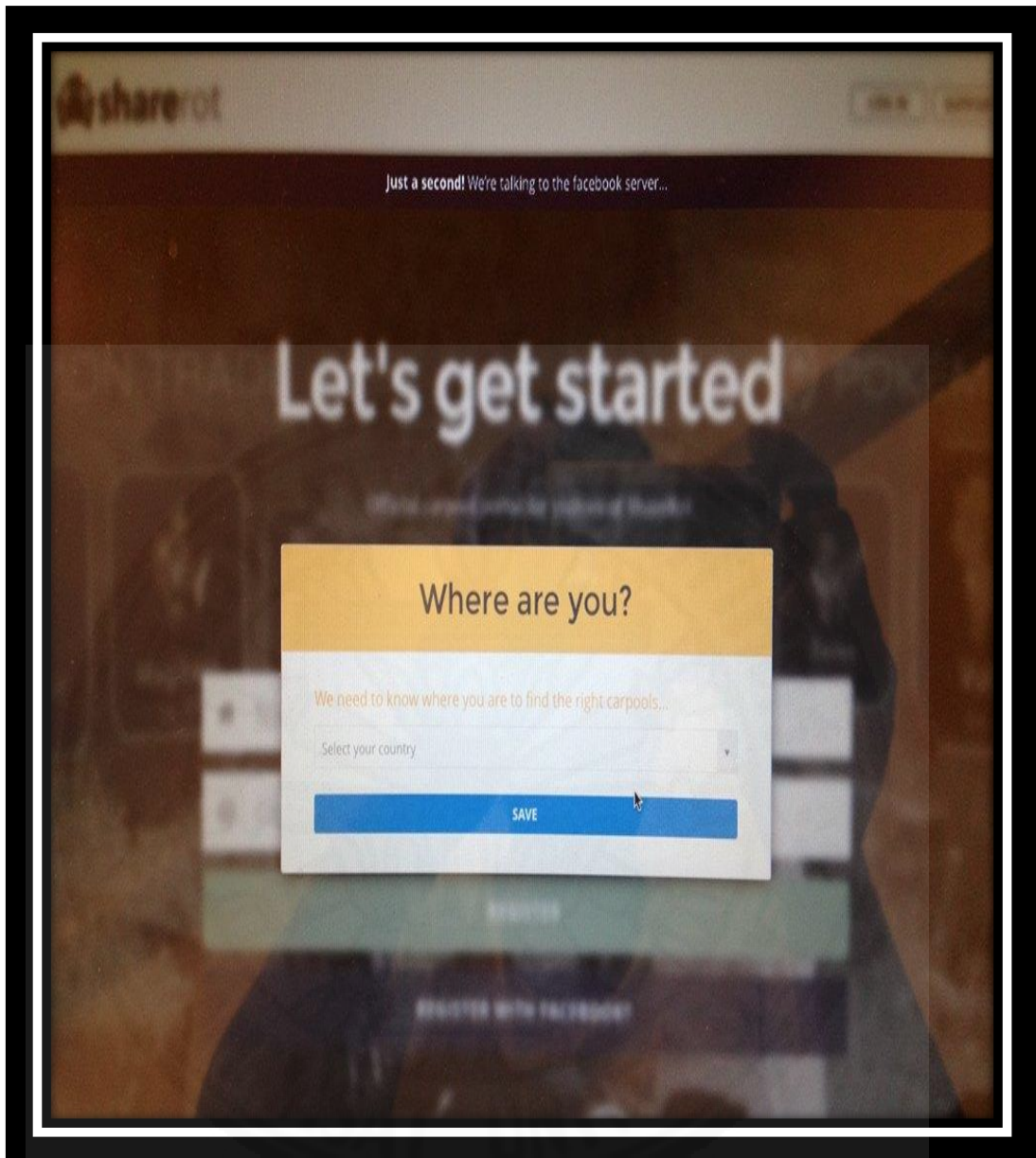


Figure 4.12 Where Are You?

Scroll down to find your country. Ex. Thailand. Click "Save". A map such as below will then show your country.

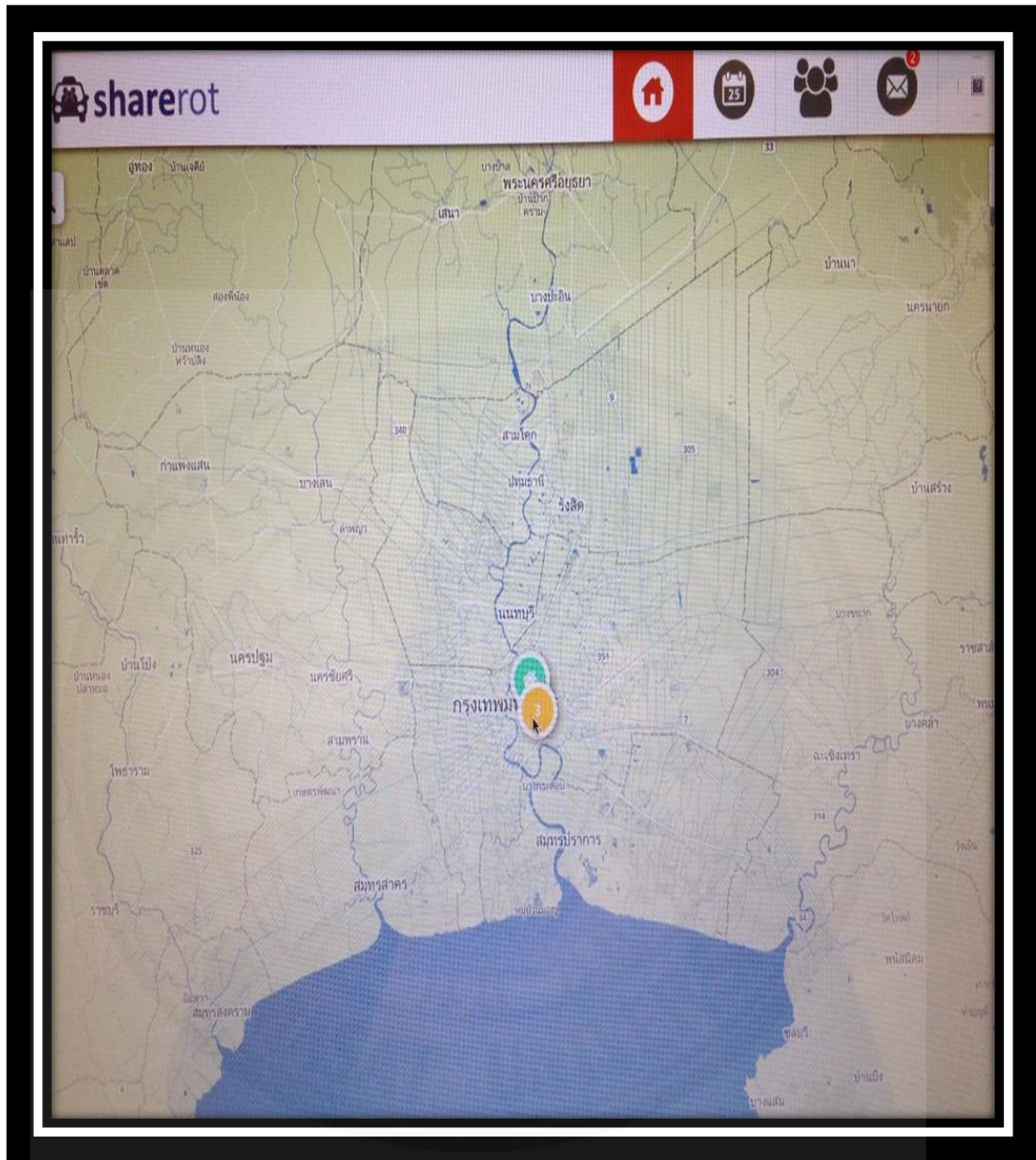


Figure 4.13 Moveable House Icon

The house symbol marker is able to be moved if desired to mark a further location. Then “click” save at the bottom right

By Facebook

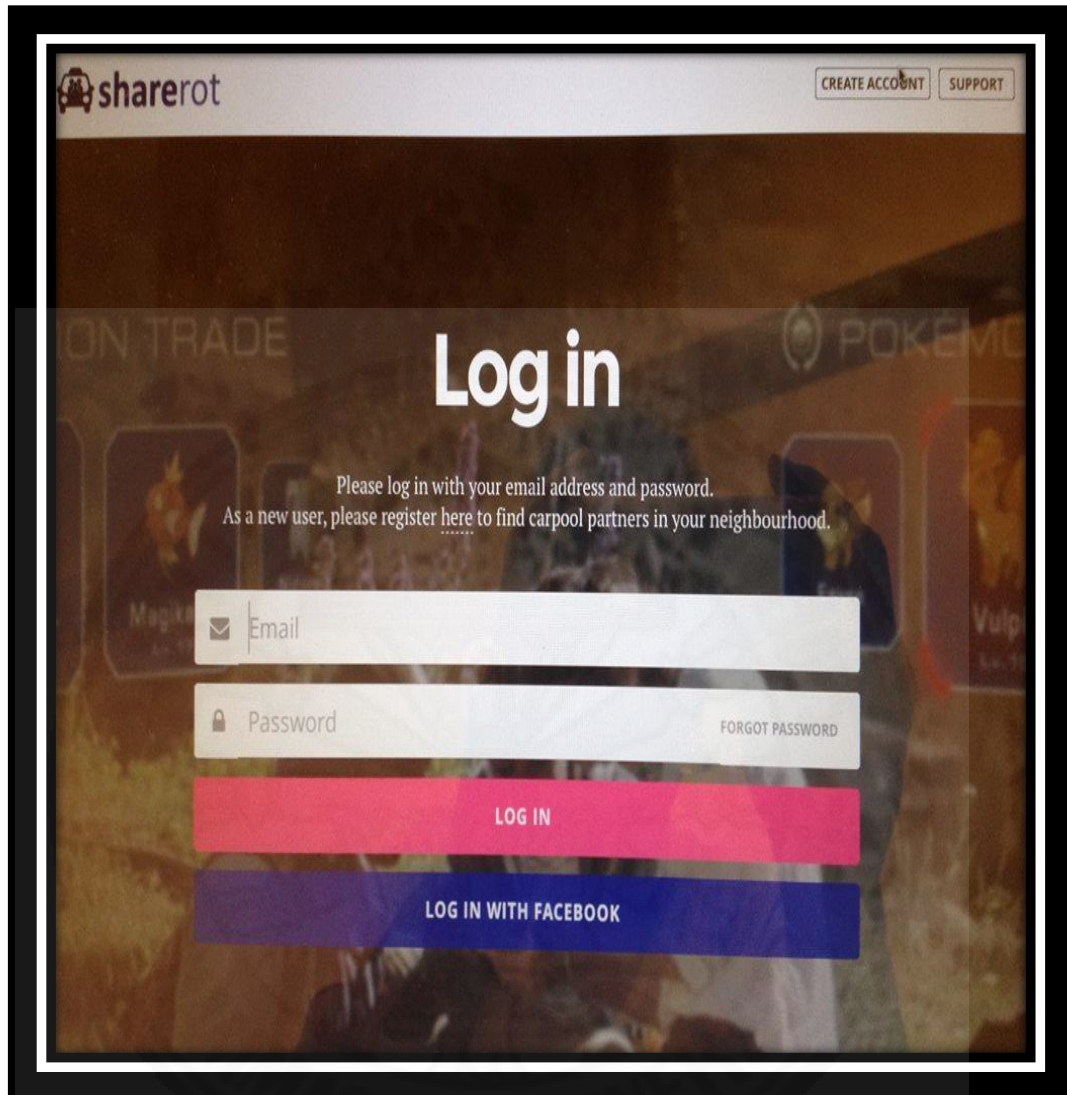


Figure 4.14 Login with FaceBook Account

After “clicking” the log-in
with FaceBook

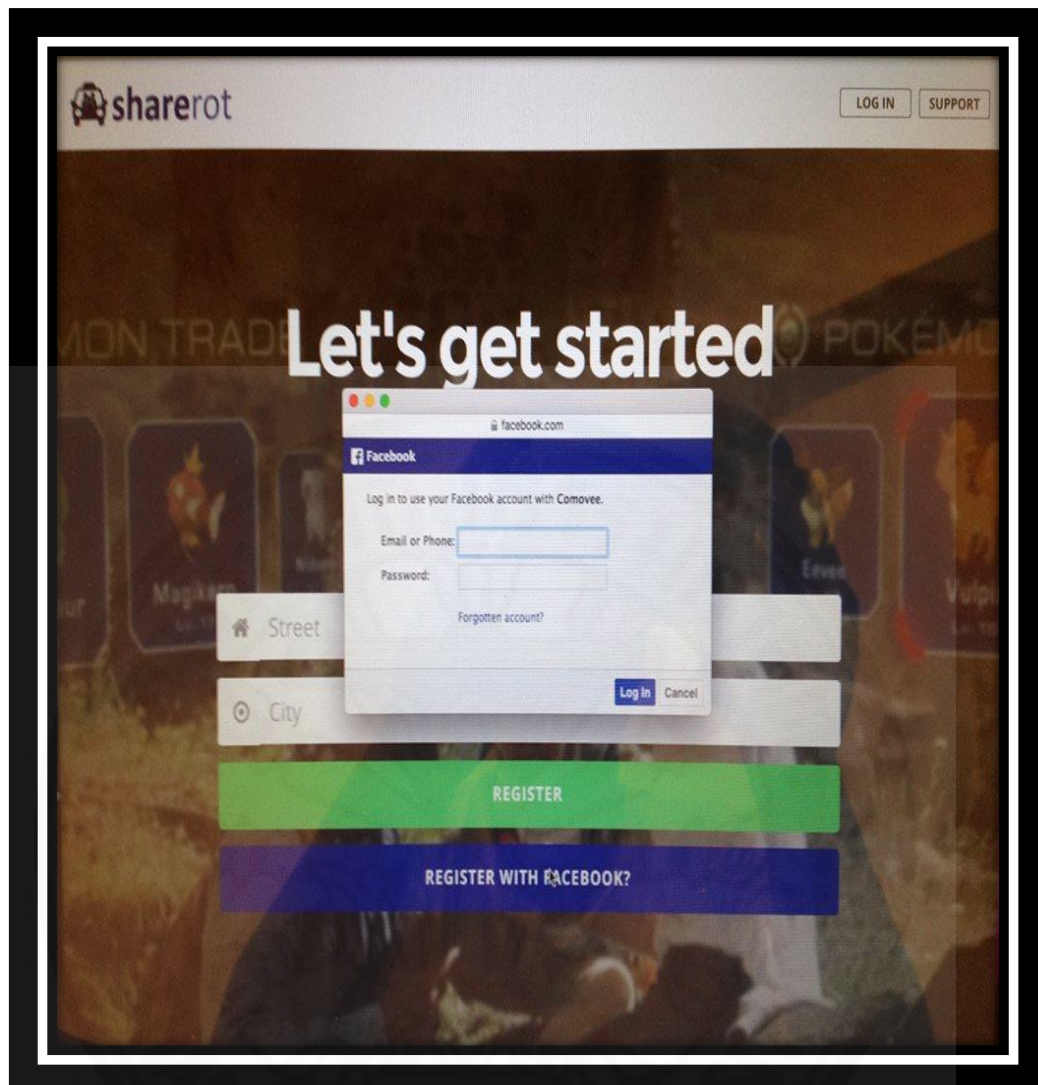


Figure 4.15 Let's Get Started Via Facebook

Fill-in your email or phone information & password. Then "click" login

After that, another page will appear saying "Let's get started". Pop up feature asks about country and just scroll (ex. Thailand) then hit save. Wait a few seconds.

4.2.2 Customer Service Flow of Manual Platform

4.2.2.1 Registration Process of Manual Platform

Passenger register and request matching another passenger via Google form channel or Facebook lead ad. Then we will record data in our database. Passenger information are confidential.

4.2.2.2 Matching Process of Manual Platform

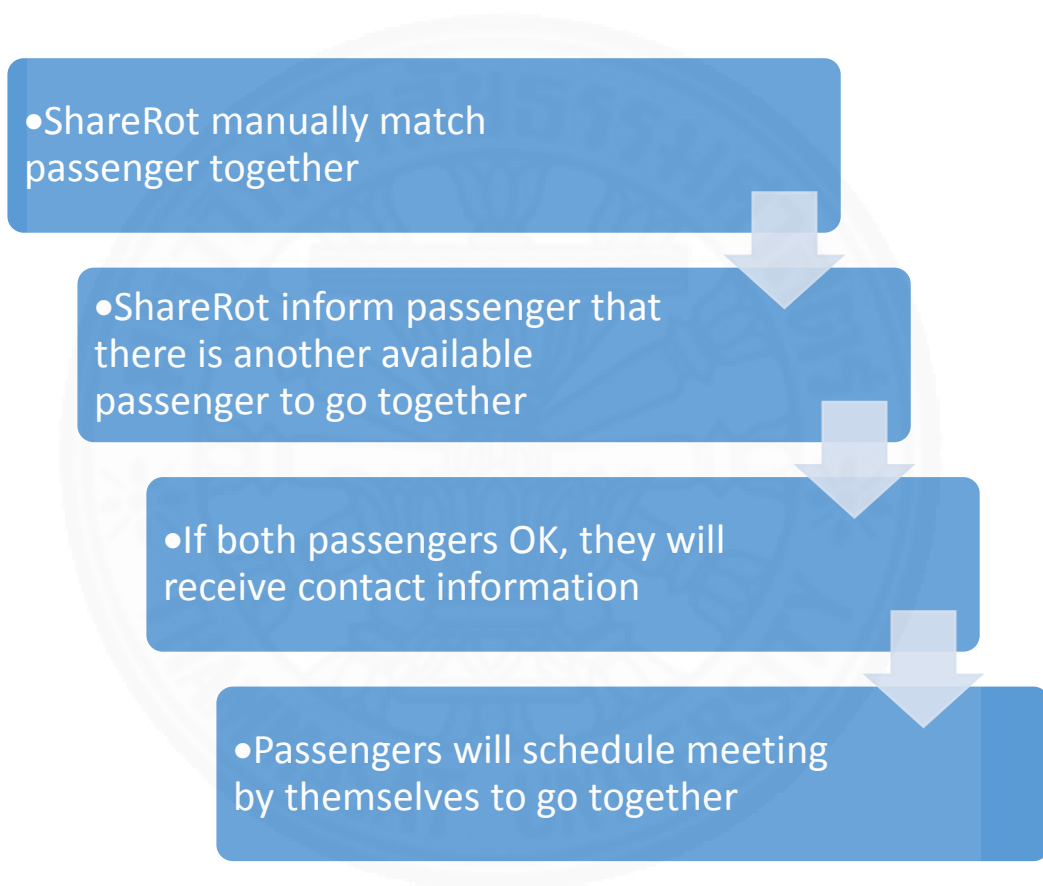


Figure 4.16 Matching Process Manual Platform

4.3 Full Implement Matching Customer Process Flow

In our operations strategy components, we researched for the designated targets within Bangkok to see what kind of customers would be interested in this type of services (share taxi). We needed to find out the value for this particular customer. Also, we are formulating a realistic business plan, register a mobile # and create a website link along with registering for a business tax id. Then we are adding a website design, an app design, a business account at the bank, and conducting operations (business hours, customer services, paid employees, etc).

We have plan customer process flow in the future after full implement as the following. There are divide to 4 modules.

Full Implement Matching Customer Process Flow

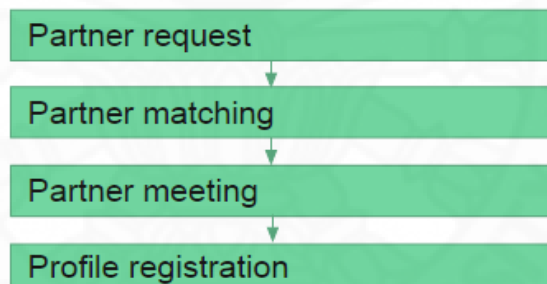


Figure 4.17 Full Implement Matching Customer Process Flow

Partner Request Process

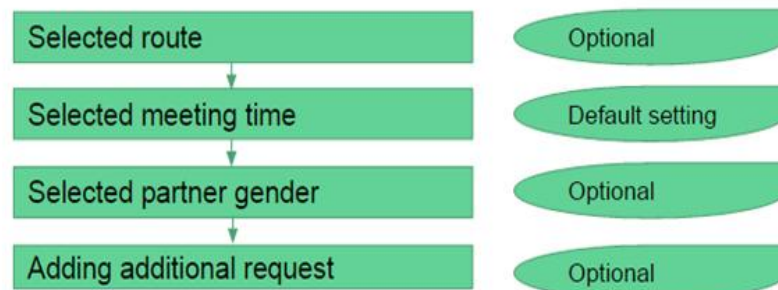


Figure 4.18 Partner Request Process

Partner Matching Process

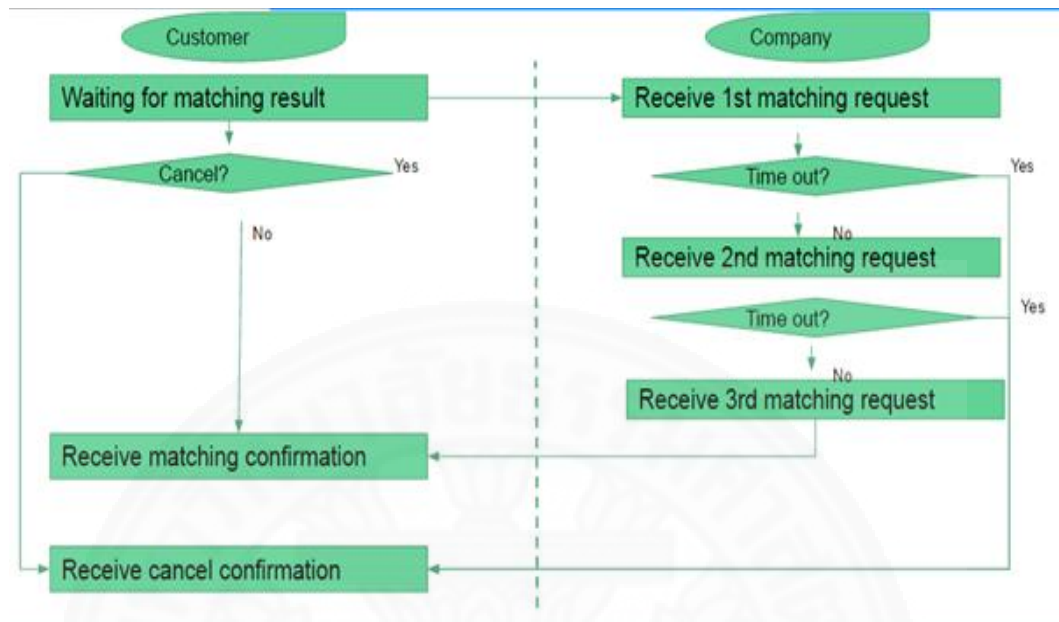


Figure 4.19 Partner Matching Process

Partner Meeting Process



Figure 4.20 Partner Meeting Process

Profile Registration Process

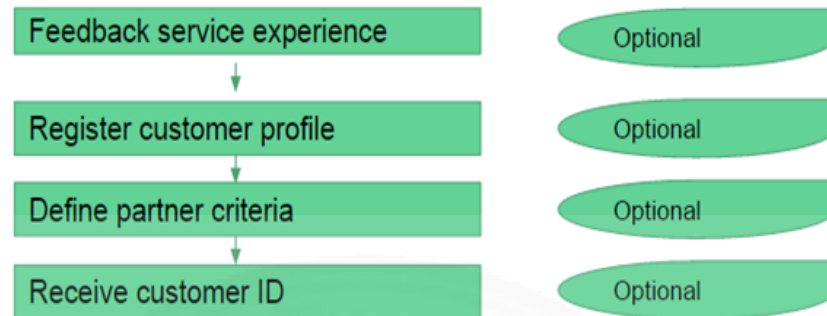


Figure 4.21 Profile Registration Process

Past Service Process

We have experimented by using online matching process via Line group before. Our process flow uses communication to the public as the following.

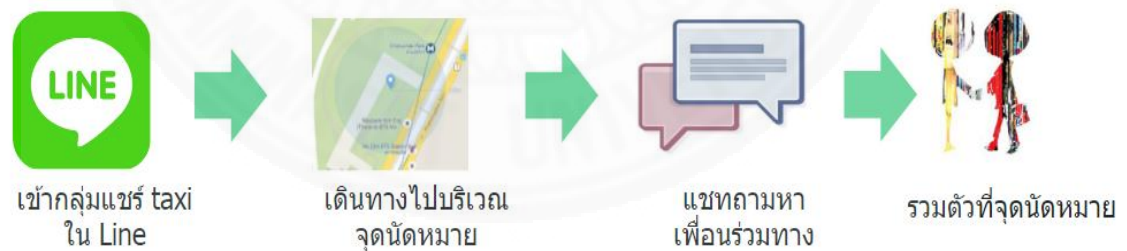


Figure 4.22 Past Service Process

CHAPTER 5

FINANCIAL PLAN

5.1 Sales Projection

5.1.1 Assumption over Sales Projection

According to the revenue model and target market, revenue streams come from 2 segments, which are consumer segment and business segment.

Therefore, the assumption over segment is as below.

Table 5.1 Assumption over Sales Projection (Consumer, Business, and Hailing Service)

<u>Consumer Segment</u>	
#customer at end of 2016	1,000
Annual increase of customer (2016-2020)	1,000%
#average ride/customer/month	10
ride fee/customer	10
#limit free ride/month	20
%paid customer/total customer	10%
average #paid ride/paid customer/month	10

<u>Business Segment</u>	
#Paid organization at EOY 2016	2
Annual increase of organization (2016-2020)	1,000%
#user per organization	150
trial period (month)	1
Monthly subscription fee	3,000

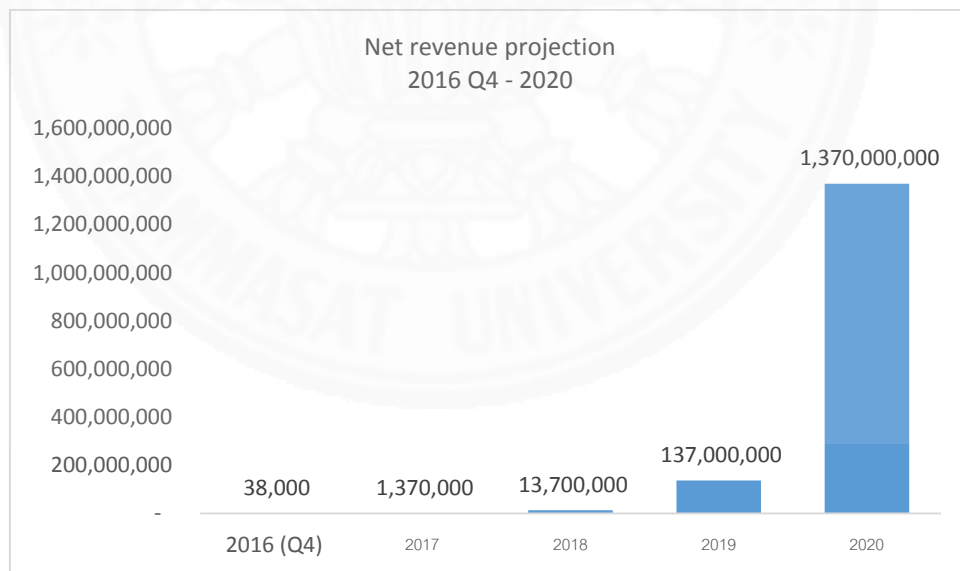
There is also revenue from taxi hailing service which come from both consumer segment and business segment. Their sales assumption is as follows.

Taxi hailing service launch year	2018
% taxi hailing ride/total ride	20%
Taxi hailing fee per passenger	20
Fee to taxi radio	20
Average passenger/car	3

5.1.2 4-year Sales Projection (Overview)

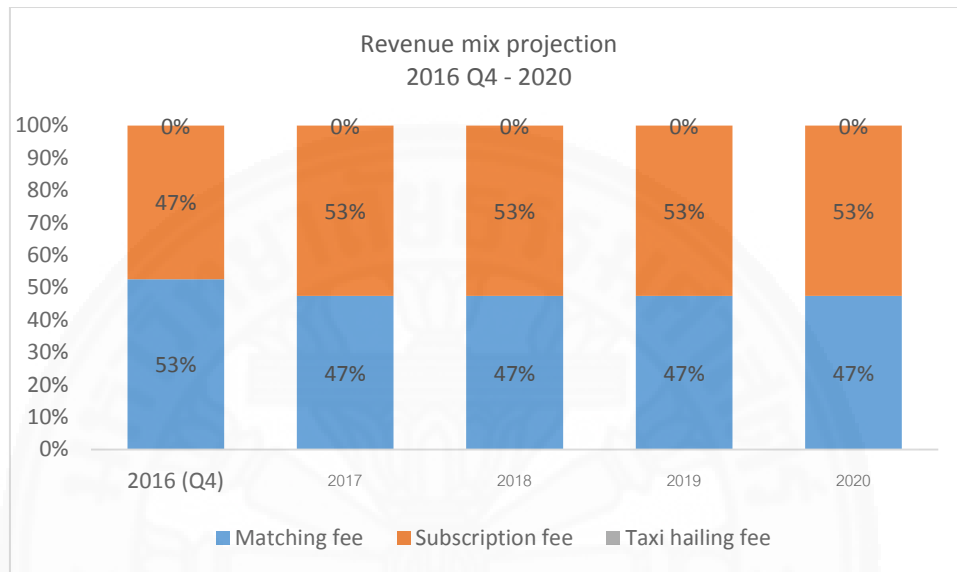
We expect sales to come since quarter 4 of 2016. The sales projected for 4 years and 1 quarter from that according to our business plan are as follows.

Table 5.2 4-year Sales Projection Overview (Net Revenue Projection)



From total revenue on the above figures, revenue mix from each revenue streams are as follows.

Table 5.3 4-year Sales Projection Overview (Revenue Mix Projection)



5.1.3 4 years Sales Projection

Table 5.4 4 years Sales Projection

Sales Projection from Each Revenue Streams and Total Revenue are as follows.

Matching fee

	2016 (Q4)	2017	2018	2019	2020
Total customer	1,000	10,000	100,000	1,000,000	10,000,000
#Free customer	900	9,000	90,000	900,000	9,000,000
#Paid customer	100	1,000	10,000	100,000	1,000,000
total used ride	20,000	650,000	6,500,000	65,000,000	650,000,000
#Free used ride	18,000	585,000	5,850,000	58,500,000	585,000,000
#Paid ride	2,000	65,000	650,000	6,500,000	65,000,000
Total matching fee	<u>20,000</u>	<u>650,000</u>	<u>6,500,000</u>	<u>65,000,000</u>	<u>650,000,000</u>

Subscription fee

	2016 (Q4)	2017	2018	2019	2020
Total organization	2	20	200	2,000	20,000
#Member from organization	300	3,000	30,000	300,000	3,000,000
Subscription fee	<u>18,000</u>	<u>720,000</u>	<u>7,200,000</u>	<u>72,000,000</u>	<u>720,000,000</u>

<u>Taxi hailing fee</u>	2016 (Q4)	2017	2018	2019	2020
#Total ride from consumer segment	20,000	650,000	6,500,000	65,000,000	650,000,000
#Total member from business segment	300	3,000	30,000	300,000	3,000,000
#Total ride from business segment	6,000	195,000	1,950,000	19,500,000	195,000,000
#Total ride	26,000	845,000	8,450,000	84,500,000	845,000,000
#Paid ride for taxi hailing service	-	-	1,690,000	16,900,000	169,000,000
Total fee	-	-	-	-	-
<u>Total</u>					
Total net income	<u>38,000</u>	<u>1,370,000</u>	<u>13,700,000</u>	<u>137,000,000</u>	<u>1,370,000,000</u>

5.2 Income Statement

5.2.1 Assumption over Income Statement

Approximately cost and margin from operating business are as the following.

Table 5.5 Assumption over Income Statement

%COGS/sales	0
System development cost (2017)	300,000
%Annually increasing system dev cost (2017-2020)	100%
%R&D investment	10%
%Other operation cost/sales	20%
Tax	20%

5.2.2 4-years Income Statement

According to sales projection and the assumption, income statement is as follows.

Table 5.6 4-years Income Statement

Income statement	2016 (Q4)	2017	2018	2019	2020	Total
Sales	38,000	1,370,000	13,700,000	137,000,000	1,370,000,000	1,522,108,000
COGS	-	-	-	-	-	-
Gross profit	<u>38,000</u>	<u>1,370,000</u>	<u>13,700,000</u>	<u>137,000,000</u>	<u>1,370,000,000</u>	<u>1,522,108,000</u>
Operating expense	11,400	711,000	4,710,000	42,300,000	413,400,000	461,132,400
System development & maintenance cos	-	300,000	600,000	1,200,000	2,400,000	4,500,000
R&D cost	3,800	137,000	1,370,000	13,700,000	137,000,000.00	152,210,800
Operation cost	7,600	274,000	2,740,000	27,400,000	274,000,000	304,421,600
Operating profit	<u>26,600</u>	<u>659,000</u>	<u>8,990,000</u>	<u>94,700,000</u>	<u>956,600,000</u>	<u>1,060,975,600</u>
Tax	-	131,800	1,798,000	18,940,000	191,320,000	212,189,800
Net profit	<u>26,600</u>	<u>527,200</u>	<u>7,192,000</u>	<u>75,760,000</u>	<u>765,280,000</u>	<u>848,785,800</u>

5.3 Cash Flow Projection

5.3.1 Assumption over Cash Flow Projection

Estimate amount of cash, net profit and funding from investor are follows.

Table 5.7 Assumption Over Cash Flow Projection

1st round funding from angel investor (2016)	500,000
2nd round funding from angel investor (2017)	2,000,000

5.3.2 4-year Cash Flow Projection

According to Revenue Model and Funding Strategy, the Cash Flow Projection is as follows.

Table 5.8 4-year Cash Flow Projection

Cash flow projection	2016(Q3-Q4)	2017	2018	2019	2020
Cash at begin of year	-	526,600	3,053,800	11,823,133	103,356,467
Profit	26,600	527,200	8,769,333	91,533,333	923,013,333
Investor funding	500,000	2,000,000	-	-	-
Cash at end of year	<u>526,600</u>	<u>3,053,800</u>	<u>11,823,133</u>	<u>103,356,467</u>	<u>1,026,369,800</u>

5.4 Funding Strategy

To fund this project during seed stage, we aim to raise capital investment from angel investors inside and outside of Thailand. Our direction is to make a connection with investors at the early stage even if we still did not need funding yet, so that we can have time for preparation and negotiation.

CHAPTER 6

CONCLUSIONS

6.1 Conclusions

ShareRot is an online taxi pooling service matching taxi passengers going the same way at the same time. From the rising global trend of sharing economy, ridesharing market have growth all over the world. By utilizing location-based technology and mobile networks, a new startup company emerges and extends traditional ways of transportation. In Thai cities, traffic jams affect life quality of many people, wasting huge amounts of time and money. Due to limited transportation systems, millions of citizens around Bangkok still need to face these issues without many options.

ShareRot's mission is to assist with "Commuter Transportation" within Bangkok during high traffic routes to supply a much more convenient and safer way of utilizing lower cost methods through taxisharing services: providing quick and easy service to match the needs of commuters, their same route destinations, and riding together in groups.

ShareRot will gain advantage over global ridesharing players like Uberpool and Grabhitch by being more flexible. Passengers using ShareRot will not be restricted to using taxi hailing services like Uber or Grab. They can call ordinary taxis on the street. These are still the main supply of taxis, resulting in shorter waiting times for taxi and cheaper service fee per ride.

ShareRot is a free service at this early state of business. Their revenue streams will come from ride matching fee from passengers. Only frequent passengers need to pay for over free limit ride matching. ShareRot also plans to have monthly subscription fees for business customers by catering to organizations that would like to have this service as a company benefit.

At the early stage, ShareRot has launched several campaigns to pilot market such as Pokémon Go campaign, where the player finds a partner to take turns driving, resulting in lower accidental risk.

ShareRot has partnered with a carpooling system development platform to provide web based Matching service for the passenger. They apply monthly subscription program in order to access to the platform. Hence, ShareRot can reduce high amount of resource to develop the system to support pilot testing.

ShareRot plans to raise funds from the several angel investor and incubator programs. They are already in the process of connecting with some investors at this point.

In the next several years, ShareRot aims to meaningfully change the life of Bangkok citizens to the point that everyone can see unknown people going together everywhere. Then ShareRot would expand the business and be a top player in the ASEAN market.

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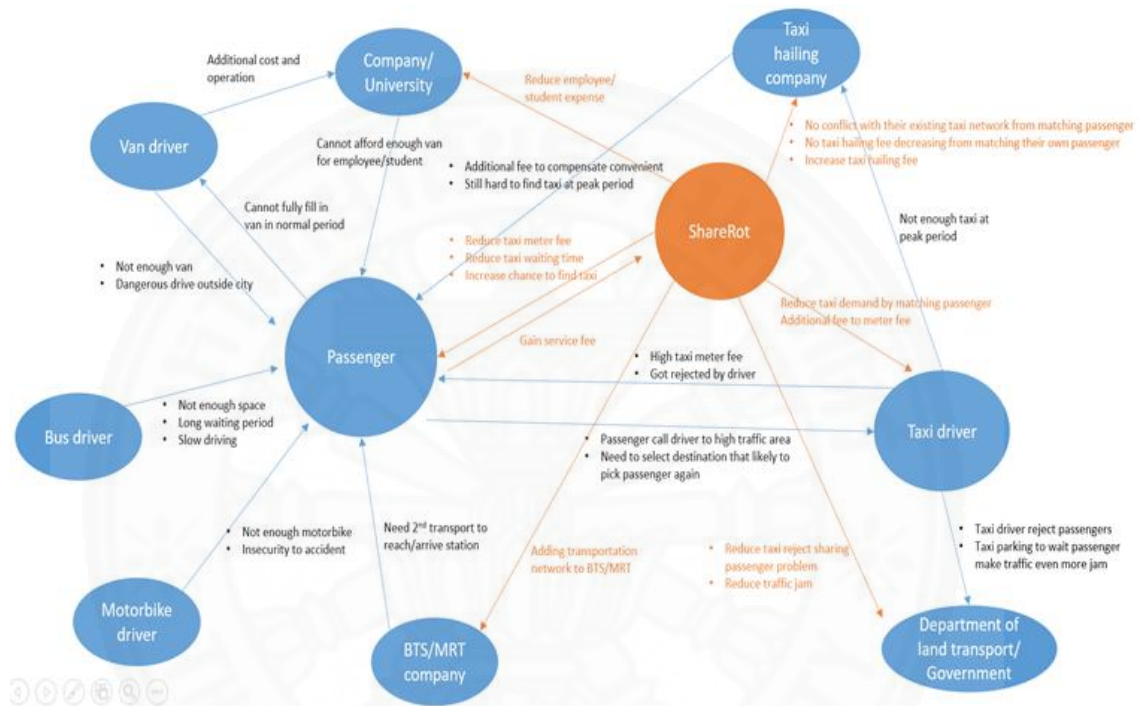
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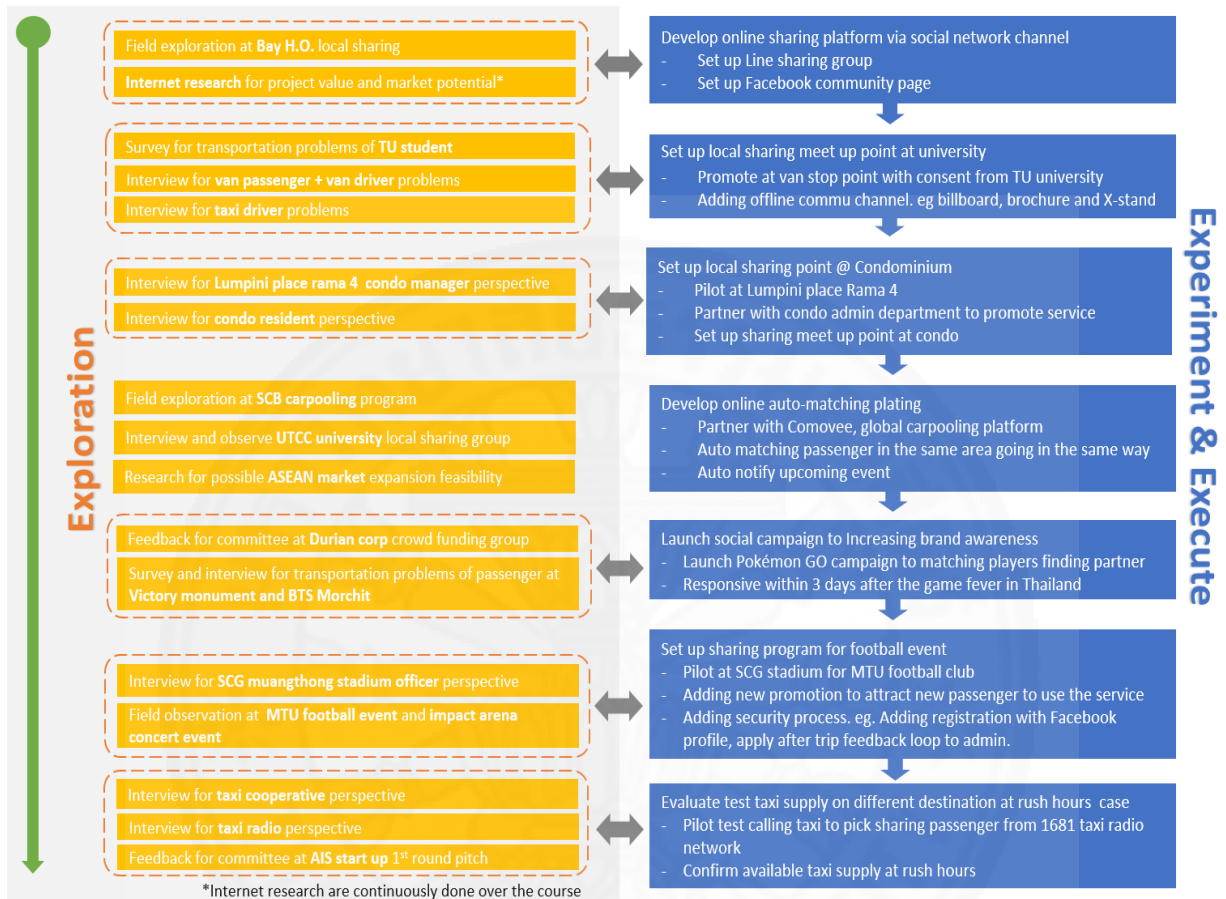
APPENDICES

APPENDIX A

ECOSYSTEM OF TRAFFIC PROBLEMS AT RUSH HOURS AND SHAREROT VALUE

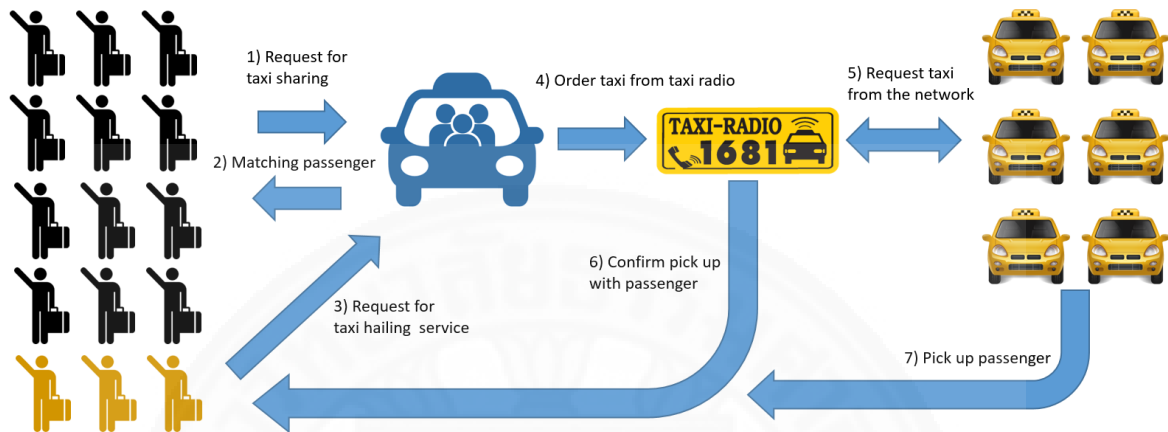


APPENDIX B TIMELINE OF PROJECT JOURNEY



APPENDIX C

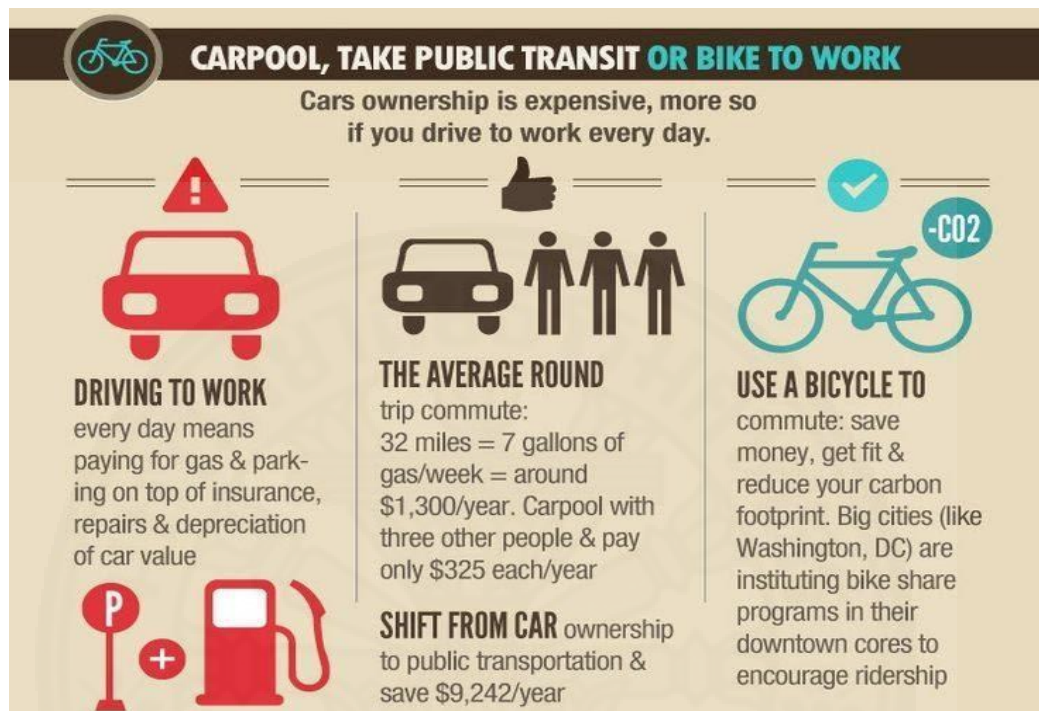
FULL IMPLEMENTATION BUSINESS MODEL



*Passenger need to prepaid money to the account/register credit card before using service. Fee will be deduct from the account after using service.

APPENDIX D

ALTERNATIVE OPTIONS INSTEAD OF DRIVING



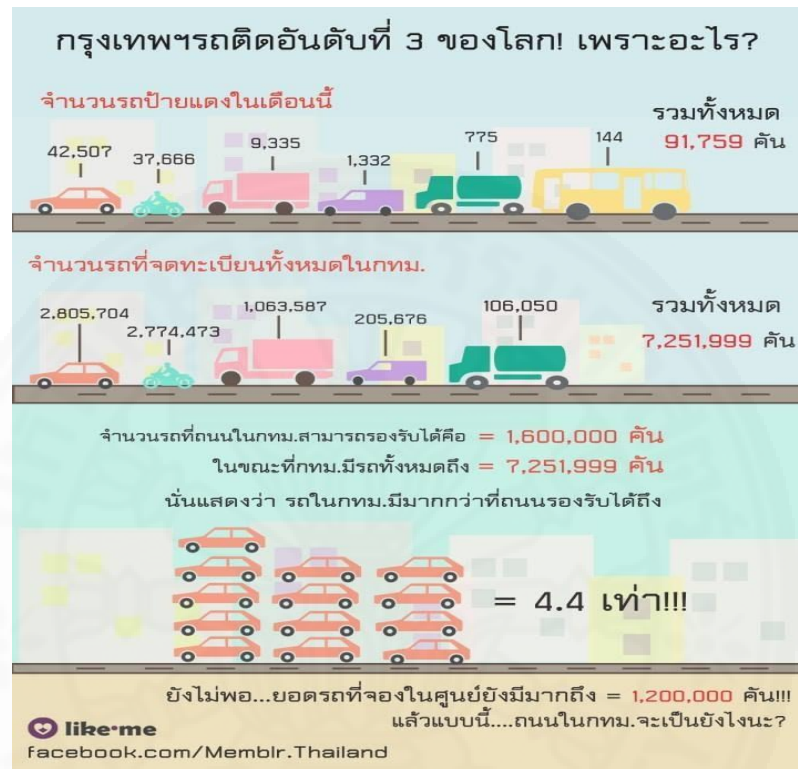
Source: pinterest.com

The figure above depicts alternative options for commuters to choose either carpooling, taking the public transit or riding a bike to work. It mentions that owning a car is quite expensive especially if used as a daily commute. Driving on a daily basis incurs higher costs and expenses towards gas, parking, car insurance, repairs as well as the depreciation value of one's car. Additionally, the average round trip (ex. 32 miles) commuting is about seven gallons of gas per week totaling around \$1,300 a year. While an alternative suggestion, carpooling with three other commuters would end up costing only around \$325 each year. Also, by shifting from car ownership towards public transportation, the per year savings is about \$9,242. Ultimately, the ideal suggestion within this info-graph is to see a greater value by biking to work. Not only is it very environmentally friendly, a commuter gains many more benefits such as getting physically fit, saves a ton of money, and reduces carbon footprint too. Many big cities such as Washington DC is encouraging bikeshare programs.

APPENDIX E

ON A GLOBAL LEVEL, BANGKOK TRAFFIC JAM RANKS # 3.

WHAT'S THE REASON?

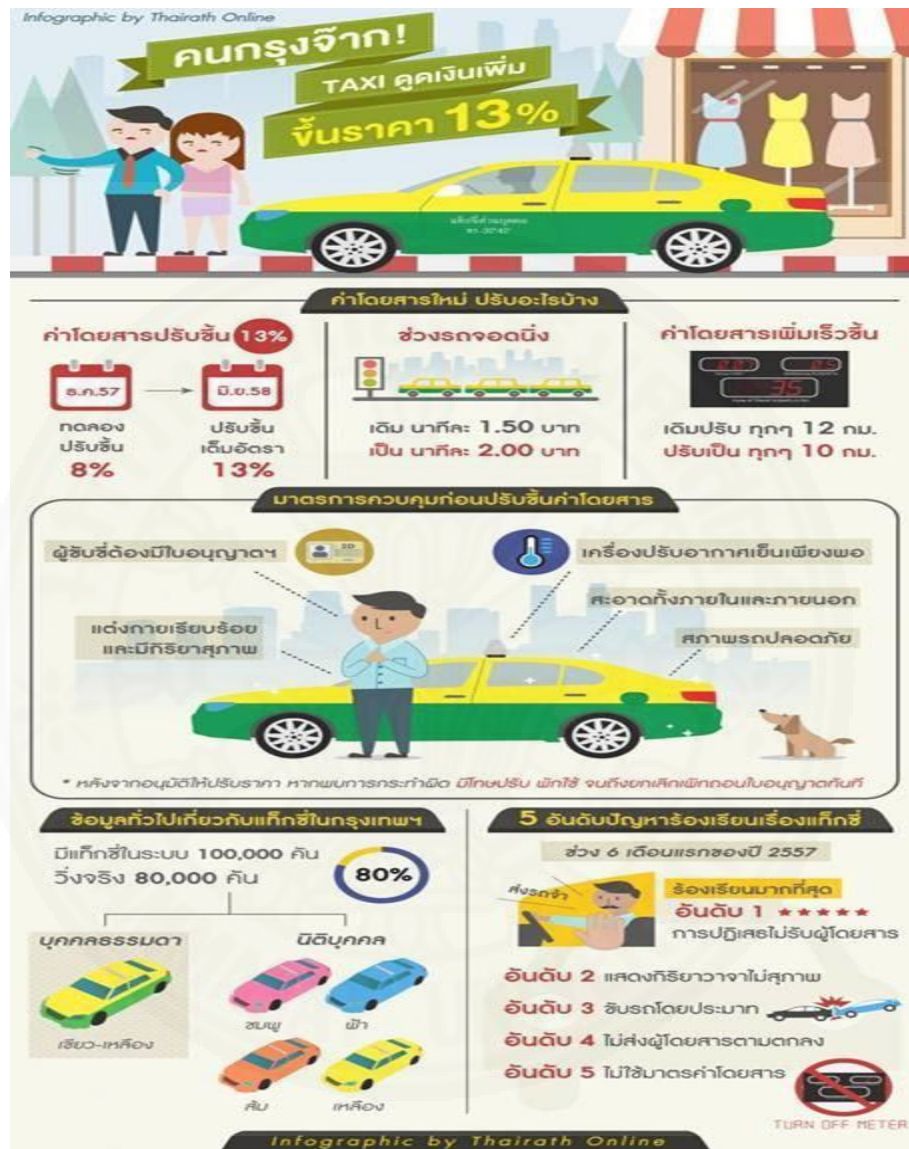


Source: FaceBook.com/Membir.Thailand

The figure above showcases different types of vehicles used as modes of transportation in Bangkok, Thailand. On a monthly basis, it rounds out to be about 91,759 vehicles. Within Bangkok, overall there are about 7,251,999 registered cars. Though, the city only has the capacity to support about 1,600,000 vehicles, and the overload of 7,251,999 contributing to the traffic jam congestions which is four times more.

APPENDIX F

TAXI COST IN BANGKOK



Source: Thairath Online

In the figure above, this info-graph displays issues and concerns regarding costs of using taxis. In recent years, there has been an increase of taxi fares by 13 percent. Other increases have occurred with toll fares, idling in traffic, meter rates, the number of taxis and accident occurrences. Additionally, this info-graph showcases things to look out for before entering a taxi, such as making sure the driver is legally licensed and the vehicle is in good condition.

APPENDIX G
DISTRICT TRAFFIC: TRAVELING IN BANGKOK IN 2011



Source: siamintelligence.com

In the figure above, the left side of the info-graph displays various speeds used in hourly traffic within different districts of Bangkok. The right side breaks down the traffic by each district (10 districts) and states the various speeds used ranging from 10.39 kmh to 13.65 kmh.

BIOGRAPHY

Name	Miss Bunntip Chanchumrat
Date of Birth	16 September 1972
Education Attainment	2009-2013: Bachelor's of Business Administration minor in Management, Post University (USA)
Work Position	2006- present: (USA) Self Employed, Founder Euphoric Flavors, TLC Petsitting, and Personalized & Customized Services Consultant
Work Experience	2003-2006: (USA) Community Support Coordinator Community Enterprise Inc. 1997-2003: (USA) Front & Back House Services/Chef, Various restaurants and other companies within the Food/Hospitality/Beverage Industry 1988-2001: (USA) Customer Services Representative Diverse & Multiple Industries (Customer Service, Food/Beverage/ Hospitality, Education, Medical/Dental/Health, Non-Profit, Retail, and General Labor)