

FOR FUN (w)

GIVE CONVENIENCE TO YOU



FOR FUN



Members

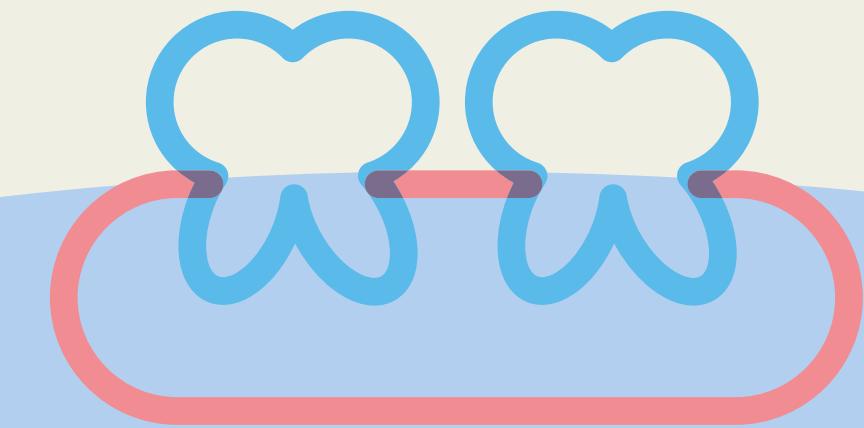
- 6388104 Peerawat Sorosthunyapong
- 6388113 Poomrapee Wareeboutr
- 6388133 Pitchaya Teerawongpairoj
- 6388189 Pawin Khamlaksana
- 6388196 Sasima Srijanya



Pain Point



- Babies who have a problem which is dental caries.
- Parents who don't know which dental clinic should take their children to check their dental health.

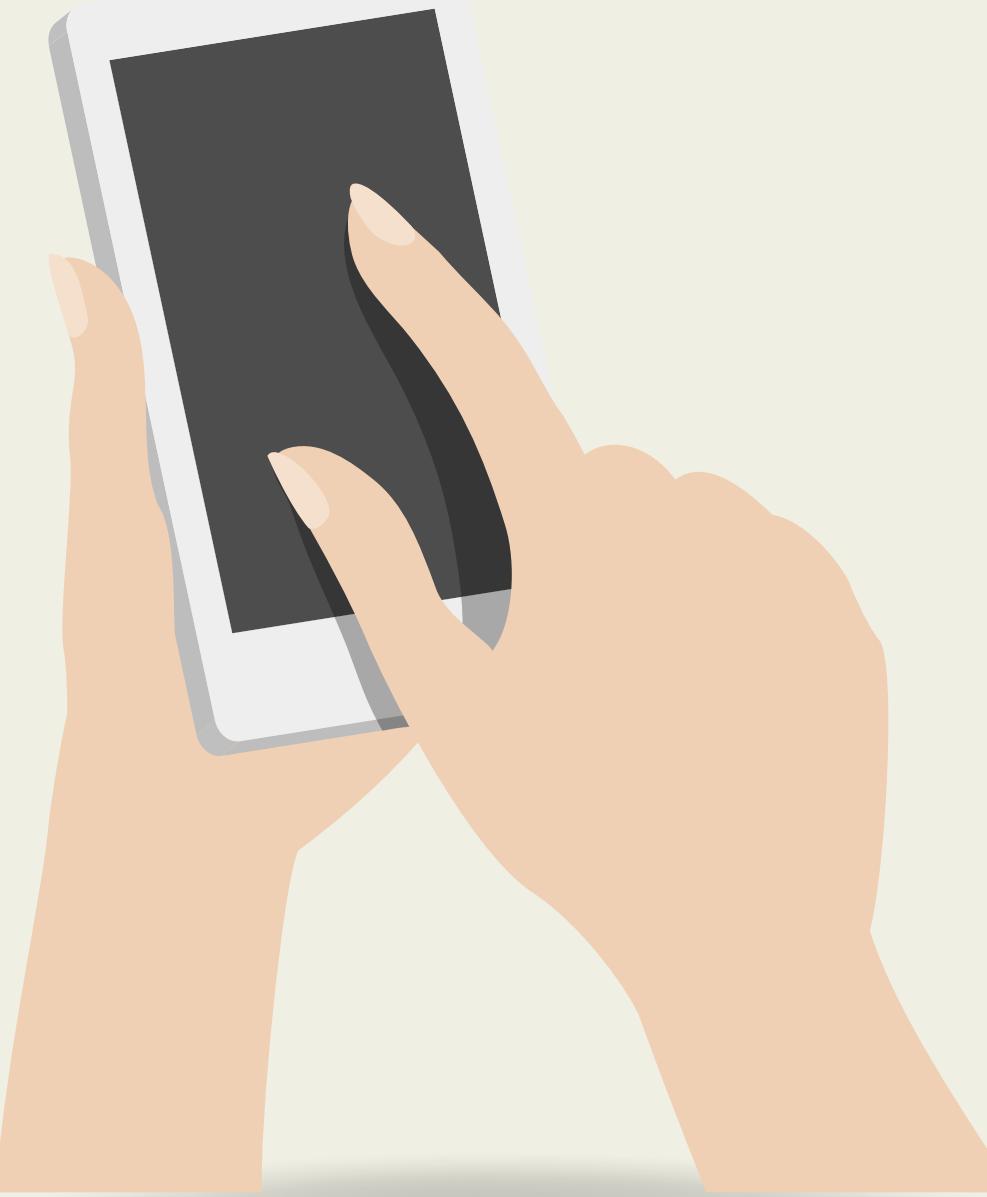


Persona

- Parents aged 28 - 38 years old who have babies.
- Parents' readiness for being parents to taking care of babies.



Solution

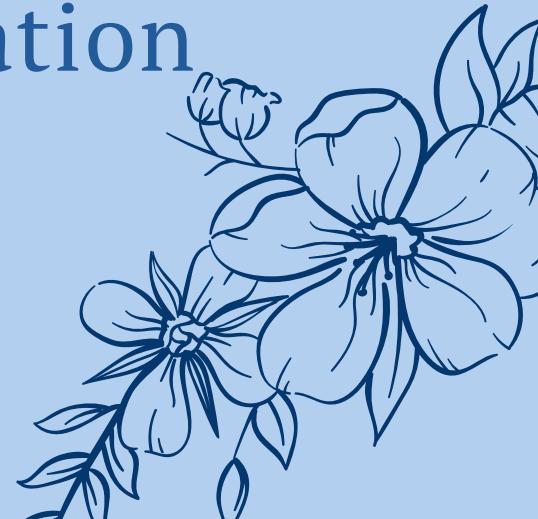


- An application for taking care of the babies' teeth until children's teeth.

Features and services of application



- History of teeth care
- Consulting with the dentist
- Notification
- Information about dentists
- Nearest dental clinic and booking
- Teeth care package
- Research, podcast, videos, animation
- Information



Revenue Model

- Commission fee
- Advertising
- Profits from selling children

dental products



Benefits

- Good trait
- Saving money
- Basic knowledge

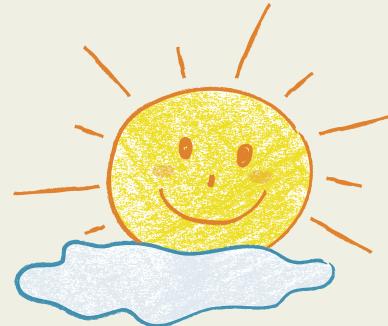




COMPETITORS ANALYSIS



SWOT: Dentallink



Strengths

Dentallink has a comprehensive collection of information about the right to treatment from the government sector.

Opportunities

There are few competitors in this sector and with the epidemic, this product is accessible to people who are unable to get to the doctor well.

Weaknesses

The product accessibility channels are not good at attracting new users and lack of ongoing maintenance.

Threats

New competitors with a strong appetite and enthusiasm for doing business in this area can make Dentallink lose customers.



SWOT: Chiiwii



Strengths

Chiiwii hires and partners with a team of experienced doctors, consultation covers many medical aspects with accuracy. There is also good care of users by the Q&A system.

Weaknesses

Applications or product accessibility are rarely updated and access channels are not attractive (but better than the other 4 competitors)

Opportunities

Few competitors in this area and it is good for a situation like a pandemic where people cannot go out.

Threats

Emerging competitors which are fresh and active to run this field business will take the clients from this business.



SWOT: Clicknic



Strengths

Clicknic has a team of experienced doctors and trusted certificates and has many strong partners. Clicknic has a really good and strong connection.

Weaknesses

The product is difficult to reach from newcomers and there is no customer service or answering questions.

Opportunities

Few competitors in this area, and have the opportunity to expand the customer base from those partners.

Threats

The emerging competitors in this business model are enthusiastic and may cause this business to lose its customer base easily.





SWOT: Dentist Manager



Strengths

Dentist Manager not just a platform for the patient but is a platform for the dentist to manage the patient stat.

Weaknesses

This platform has less activity such as updates and doesn't have much credit.

Opportunities

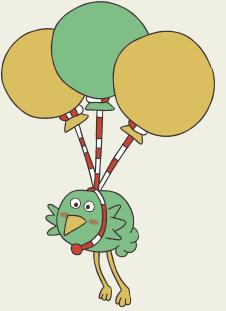
Few competitors in this area so Dentist Manager doesn't heavily fight with the other competitors. And now Dentist Manager has 10000+ users.

Threats

Emerging competitors which are fresh and active to run this field business will take the clients from this business.



SWOT: FUN D



Strengths

This application has many partners and supporters from the Thailand government and has a specific area.

Weaknesses

This application has less features and when you log in this application it has less activity .

Opportunities

Few competitors in this area so Fun D doesn't heavily fight with the other competitors. And they have specific areas to support.

Threats

Emerging competitors which are fresh and active to run this field business will take the clients from this business.



SWOT ANALYSIS



Strengths

Uniqueness

FOR FUN provides services to parents who have babies or children aged between 6 months and 7 years old to encourage children to have good traits for taking care of teeth.

Safe and reliable dental clinic

FOR FUN will have a quality check of all dental clinics, including all dentists, to meet the international standards before providing services to customers.

Cheap dental services

FOR FUN has plenty of partnerships with dental clinics and also dental product distributors, so we can cut the price to be cheaper than going to the clinic or buying from the retailer directly.

One-stop service application

FOR FUN application is a one-stop service application for dental in kids which includes all necessary features for kids in one application.

Bilingual application

FOR FUN application also provides bilingual which are Thai and English while other competitors in Thailand have Thai language only.



Weaknesses

Low brand reputation

As a start-up company, FOR FUN might not be well known enough to attract customers to generate revenue.

Limited budget and resources

Due to starting a new company, FOR FUN will lack the budget and resources to develop the business in the early stages.

Unstable revenue model

The major revenue source of FOR FUN is the commission fee that the dental clinic has to pay when providing services to the customer. Since it depends on customer dental health, the income is inconsistent as well.

Lack of customer retention

Because the main customer target of FOR FUN is parents who have babies or children aged between 6 months and 7 years old only, maintaining old customers or customer loyalty is difficult if their child's age is out of range.

Insufficient dental clinics

Since clinical quality checking before providing services to the customer is very high, the number of qualified dental clinics is also low.



Opportunities

Few competitors

In Thailand, there are very few applications for dental or oral health; especially there are no applications focused on kid dental health at all.

The highly valued dental market

The value of the dental market in Thailand is up to 6 billion baht, moreover, 94% of this value is the market value of private dental clinics.

Advanced dental technology

Nowadays, dental technology and equipment have become more advanced and modern, so people will trust in the safety of tools; it encourages more people to get dental treatment.



Threats

Covid-19 pandemic

The situation of the Covid-19 pandemic caused all dental clinics to stop providing some dental services due to the risk of infection, and people might come out to treat their teeth at the dental clinic less as well.

Low childbirth rate

Thailand Ministry of Public Health states that the number of Thai children's births has dropped below 600,000 for the first time in 70 years and tends to continue to decline.

Government support for dental treatment

Thailand government provides the national health insurance card to people for access to dental services free of charge at the public hospital.



Strategies for FOR FUN weaknesses

Weaknesses	Solutions
Low brand reputation	Promote the brand to gain more recognition and reputation through both online and offline channels.
Limited budget and resources	Find investors who are interested in our business and also recruit new employees to work with during the brand promotion period.
Unstable revenue model	Improve the revenue model so that the income doesn't depend on one particular method, and look for other new revenue sources to diversify.
Lack of customer retention	Increase the range of target consumers' ages to 12 or 14 years old to maintain customer loyalty.
Insufficient dental clinics	Focus on the new customer target group, which is private hospitals that provide dental treatment services to meet the needs of customers.



BUSINESS MODEL CANVAS

Customer Segments (CS)

USER

- Have childs aged between 6 months to 7 years old.
- Have time to take care of their child's teeth.
- Prefer to gain more knowledge about teeth.
- Don't know which dental clinic is suitable for their kid.
- For parents whose kids have issues with dental caries and teeth problems.

CLINIC

- Dental clinics that aim to gain more customers.
- Dental clinics which target groups are for kids.

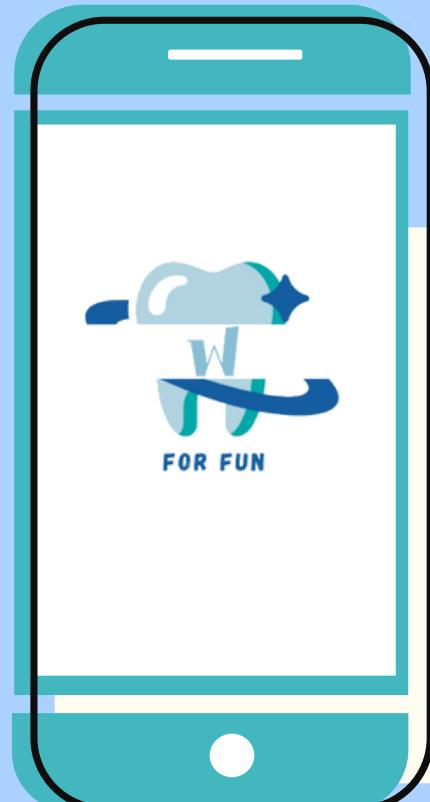
Customer Relationship (CR)

USER

- Receive a promotion package price from our application.
- Pay attention to customers' feedback by giving the star to the dental clinic.

CLINIC

- Low margin fee



Channels (CH)

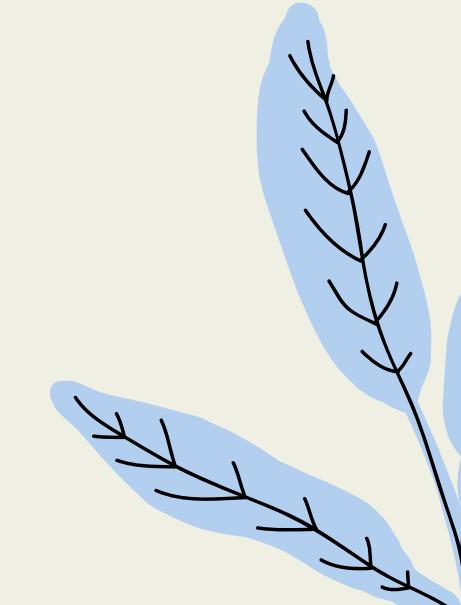
- FOR FUN application platform



Value Prepositions (VP)

USER

- **Informative from the mass media.**
- **Convenience to find and book a suitable dental clinic for kids.**
- **Convenience of placing online orders.**
- **Keep track of the dental history of each kid.**
- **Convenience to call and consult with the specialist.**

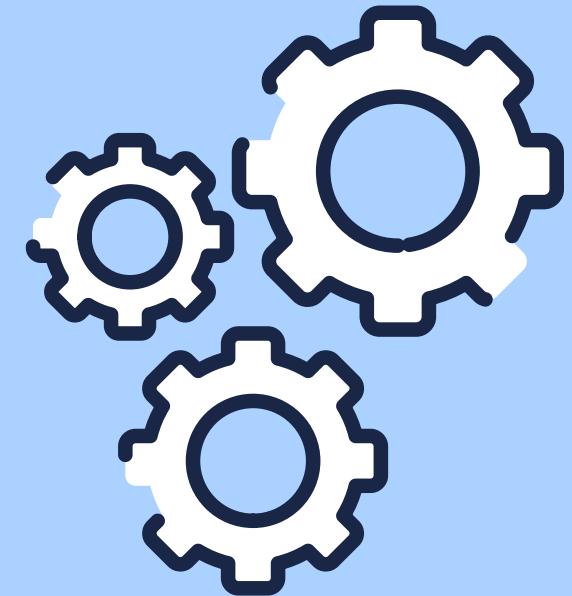


CLINIC

- **Increase the customer rate.**
- **Promoting the dental clinic.**

Key Partnership (KP)

- Kid dental clinics in Thailand
 - Homey Dental clinic,
 - House of smile
 - Tooth Fairy
 - Kid Smile Dental clinic
- Dental equipment distributors
 - Pigeon Industries
 - Amway
 - Lion
 - Colgate

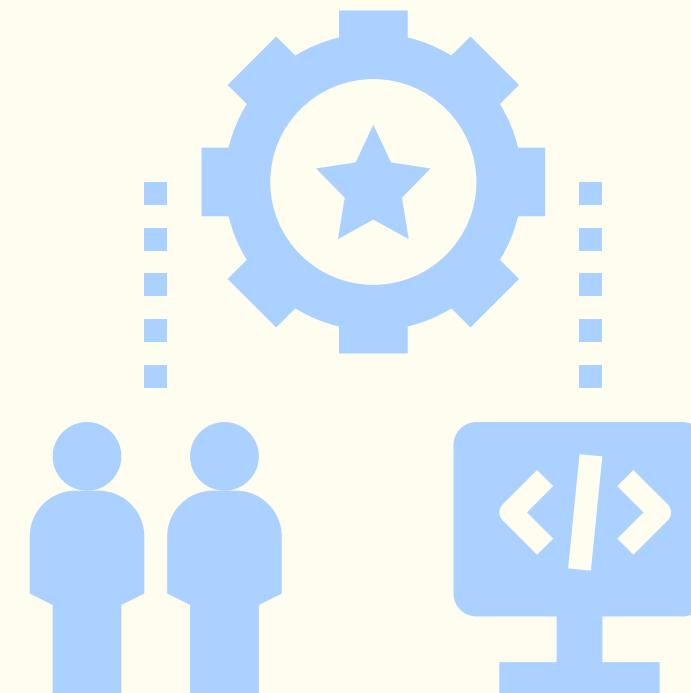


Key Resources (KR)

- Infrastructure which is the network and server.
- Software developer, DevOps engineer, Digital UX/UI designer, Digital marketer.
- Mass media about teeth

Key Activities (KA)

- Gathering data of kids aged between 6 months to 7 years old.
- Hiring and training employees
- Sourcing and designing suitable learning media about teeth.
- Infrastructure maintenance and development.





Revenue Streams (RS)

- Getting a 7% commission fee from the dental clinic.
- From advertising the products and dental clinics.
- Getting a gap selling profit from selling kid dental products.



Cost Structures (CS)

- Infrastructure costs
- Employee expenses
- Cost for promoting and marketing
- Partnership agreement costs







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