FOR FUN(พ)

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Project Phase #1

By

Mr.	Peerawat Sorosthunyapong	6388104
Mr.	Poomrapee Wareeboutr	6388113
Miss.	Pitchaya Teerawongpairoj	6388133
Mr.	Pawin Khamlaksana	6388189
Miss.	Sasima Srijanya	6388196

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Business Description

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 aged between 6 months until children aged 7 years old.

● Parents' readiness for being parents to taking care of babies.

Solutions

● An application for taking care of the babies' teeth until children's teeth, including giving information, teeth care products, and consulting with dentists.

● Nowadays, people have a lot of problems with their dental health which is from their behavior of taking care of their teeth. If people have corrected behavior since they were a baby, they will have good dental health. We aim to parents who have readiness for being parents to take care of babies' teeth.

The features and services of For Fun(ฟ) application

● History of teeth care – Sometimes, parents cannot take their children to the same dental clinic and a new dental clinic wants to know what children do before coming to this dental clinic.

● Consulting with the dentist – Sometimes, parents don't have time to take their children to the dental clinic and they are concerned about their children's teeth. Parents can have a video conference with the dentist to make them less worried.

● Notification – Parents will get daily notifications to finish daily tasks of taking care of children's teeth and taking children to see a dentist to check regularly dental health.

● Information about dentists – Our application will show the education and work history of dentists to make parents trust dentists.

- Nearest dental clinic and booking – Our application will show the nearest dental clinics and dental clinics in Thailand. Parents can choose a dental clinic and book from our application.

- Teeth care package – Collaboration between our application and dental clinics will give the most value of teeth care packages.

- Teeth product – Our application will sell teeth products approved by dentists.

- Research, podcast, videos, animation – The application will have research, podcasts, videos, and animations to give information about teeth to make parents more understand about children's teeth.

- Information – Our application has information to make parents more knowledgeable about dental disease.

Revenue Model

- Commission fee – If customers book a dental clinic and buy a teeth care package from our application, the dental clinic has to pay a commission fee of 7 percent of the teeth to care package.

- Advertising – If dental clinics want to promote their dental clinic on our application, they have to pay for promoting their dental clinic. Some companies can pay for our application to promote.

- Profits from selling children dental products – Our application will sell children dental products which parents can pick up at the nearest dental clinic or delivery.

Benefits

- Good trait – When children grow up, they will have a good trait of taking care of their teeth.

- Saving money – When children grow up, if they take care of their teeth correctly, they will not have to pay money to treat their teeth.

- Basic knowledge – Children will have more basic knowledge about taking care of teeth. Nowadays, not a lot of children have a basic knowledge of taking care of their teeth.

Competitors Analysis

We search for startups, businesses, and competitors in terms of providing child dental services and similar with the ease of use and accessibility of today's technology and has collected the data of those businesses by simulating that we have run those businesses by ourselves and simulated a business model canvas also did SWOT analysis to compare our competitors with FOR FUN (ฟ) and summarized below as they appear in the paper as follows.

Dentist Manager

- **Strengths:**

  Dental Manager is 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.

FUN D

- **Strengths:**

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

- **Weaknesses:**

  This application has fewer features and when you log in to this application it has less activity it feels like an abandoned application.

- **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.

Dentallink

- **Strengths:**

This application can collect dental information with various privileges such as National Health Insurance Card, social security, disbursement method, direct link to check eligibility.

- **Weaknesses:**

It's an unpromoted application that isn't well-maintained. And fewer channel methods to connect customers and applications.

- **Opportunities:**

Few competitors in this area so Dentallink doesn't heavily fight with the other competitors. Since this product can be accessed through an online platform 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.

Chiiwii

- **Strengths:**

Chiiwii hires and partners with a team of experienced doctors and trusted certificates. Also covers consultation in 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 as they should be, this makes it difficult for new users to access the product.

- **Opportunities:**

Few competitors in this area so Chiiwii doesn't heavily fight with the other competitors. Since this product can be accessed through an online platform 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.

Clicknic

- **Strengths:**

Clicknic has a team of experienced doctors and trusted certifications comparable to Chiiwii's business, but Clicknic has much stronger partners than Chiiwii. Clicknic is a good and strong connection.

- **Weaknesses:**

Product accessibility isn't very attractive to new users, and it's rarely improved. This is a visual disadvantage of this brand. Also, there is no pre- and post-service on any platform they create. In other words, this is not good to make a good customer relationship.

- **Opportunities:**

Few competitors in this area, and since Clicknic has partners who are big and strong in this area. This makes it not difficult to 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.

Dentist Manager

Business Model Canvas

Designed for:	Designed by:	Date:	Version:
Dentist Manager	FOR FUN(₩)	7/2/2022	

Key Partners
-

Key Activities
-Consult with a dentist feature.
-System Development
-System maintenance
-Hire Dentist

Key Resources
-Dentist

-Server and network
-Admin, dev, engineer,data secientist

Value Propositions
-Creates a list of patients, each of them has they own profile card.
-Patient profile contains detailed treatment history, photos, scheduled visits.
-Any manipulation will be displayed on the patient's dental record.
- For each task, you can choose the type of manipulation, cost of treatment, time of visit.
-here is a calendar in which contains all scheduled patient visits.
-You can export the patient`s profile with all information and transfer it to your colleague.

Customer Relationships
-Customer can rating Application in Googleplay.

Channels
-http://www.dentist-manager.com/

-dentist manager application

Customer Segments
-For people who are between 18-60 years old.
-For people who need to find and bookmark their clinic or hospital.

Cost Structure
- Cost for developing and maintaining a server.
- Cost for hiring and training staff.

Revenue Streams

-Donation by Paypal
- Donation by Yandex Money

FUN D

Business Model Canvas

Key Partners

-ฬฬฬ
-Ministry of public health
-Ao Luek Hospital
-Aoluk Kabi Thailand Dental Department

Key Activities

-Consult with a dentist feature.

-System Development
-System maintenance
-Hire Dentist

Key Resources
-Dentist

-Server and network
-Admin, dev, engineer,data secientist

Value Propositions

-The convenience for consult dentist.

-Store teeths stat in application.

Customer Relationships

-Customer can create blog to ask the dentist.

Channels
-FUN D application

Customer Segments

- Suitable for people of the working age group which is a group of people living in a hurry.

Cost Structure

- Cost for developing and maintaining a server.
- Cost for hiring and training staff.

Revenue Streams

- Received government support

Dentallink

Business Model Canvas

Designed for: Dentallink	**Designed by:** FOR FUN (₩)
Date: 8/2/2022	**Version:** 1

Key Partners
- Faculty of Dentistry, Mahidol University.

Key Activities
- Maintain a server infrastructure.
- Develop and stabilize an application and a website.
- Answering customer questions.

Key Resources
- Server for running an application and website.
- Dentallink application developer team.
- HR team for answering customer questions.

Value Propositions
- Dentallink provide convenience for finding the nearest dental clinic from customer location.
- Dentallink offers convenience for direct contact to the target hospitals.
- Dentallink collect dental information with various privileges such as National Health Insurance Card (Gold Card), Social Security, disbursement method, direct link to check eligibility.
- Dentallink screens physicians who have experience and certificates in consulting services.

Customer Relationships
- Dentallink has a good service for answering questions from a customer.
- The service doctor is able to give advice clearly and accurately.

Channels
- Dentallink application on moblie.
- Dentallink Facebook page.
- Line Dentallink.

Customer Segments
- Groups of people from adolescence and above who do not have time to travel to consult a dentist or doctor.

Cost Structure
- Cost for server maintenance.
- Cost for hiring the developer team.
- Cost for HR team.

Revenue Streams
- Advertisement in the Dentallink application.
- Donation from supporter.

Chiiwii

Business Model Canvas

Designed for: Chiiwii	**Designed by:** FOR FUN (₩)		**Date:** 6/2/2022	**Version:** 1

Key Partners
- NMC
- N-SQUARED eCommerce
- Allianz
- Falcon Insurance
- TIJ
- Others small clinic

Key Activities
- Maintain a server infrastructure.
- Develop and stabilize an application and a website.
- Answering questions from clients.
- Shape out the promotion.

Key Resources
- Server for running an application and website.
- The team is waiting to answer questions in the application.
- Chiiwii application developer team.

Value Propositions
- Chiiwii offers the convenience to reserve and an online consult a problem with doctors.
- Chiiwii builds trust with its users by bringing in certified doctors from various treatment facilities and hospitals.
- Chiiwii provides a various medical articles for everyone.
- Chiiwii provides a consultation that covers many aspects of medicine (including child, and dental).
- Chiiwii make convenient to track disease history for clients.

Customer Relationships
- Answering questions from users honestly from both the website and the application.
- The selected doctors are able to give you reliable and trustworthy advice.
- Promotion event.

Channels
- Chiiwii application on mobile
- Chiiwii.com (website)

Customer Segments
- Groups of people from adolescence and above who do not have time to travel to consult a doctor.
- Doctors who have experience working and have been certified correctly and trusted by various hospitals and institutions.

Cost Structure
- Cost for server maintenance.
- Cost for hiring the developer team.
- Cost for hiring the HR team.
- Cost for partnering with doctors.

Revenue Streams
- Ordering an online consultation with the doctor.

Clicknic

Business Model Canvas

Designed for: Clicknic	**Designed by:** FOR FUN (ฟ)	**Date:** 7/2/2022 **Version:** 1

Key Partners
- LAB Pharmacy
- SKOOTAR
- iCare Pharmacy
- Port Pharmacy
- Krungthai and AXA
- Bangkok Insurance
- SMK
- Thammasat field hospital
- Department of Disease Control
- NIA
- Samutprakarn Hospital
- TRF
- Samut Sakhon Hospital
- Thammasat university hospital
- Queen Savang Vadhana Memorial Hospital.

Key Activities
- Maintain a server infrastructure.
- Develop and stabilize an application and a website.

Key Resources
- Server for running an application and website.
- Clicknic application developer team.

Value Propositions
- Clicknic offers convenience to consultation with doctors via their platform.
- Clicknic provides consultation in many medical aspects (no dental)
- Clicknic builds trust and credibility with customers. by screening doctors with certificates and experience
- Clicknic makes it convenient to order a drug and send it to the location.

Customer Relationships
- Clicknic have no Q&A system with the clients before using the application.
- The doctor is able to give advice to service users asking questions as well.
- No any promotion.

Channels
- Clicknic application on moblie.
- Clicknic.co (website)

Customer Segments
- Groups of people from adolescence and above who do not have time to travel to consult a doctor.
- Customers who are not comfortable going out to buy medicines from the pharmacy
- Doctors who have experience working and have been certified correctly and trusted by various hospitals and institutions.

Cost Structure
- Cost for server maintenance.
- Cost for hiring the developer team.
- Cost for partnering with doctors and partners.

Revenue Streams
- Ordering an online consultation with the doctor.

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 thus it is unique and unlike other competitors.

- **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 to increase credibility and gain trust from 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 hence customers will gain more convenience and no need to use other applications.

- **Bilingual application**

  FOR FUN application also provides bilinguals which are Thai and English, therefore, it can be accessed by foreign customers who live in Thailand as well 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 the two main customer segments, which are a parent and dental clinic, 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; especially, human resources and infrastructure resources, which are the most important for our business.

- **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. Therefore, it might not be enough to meet the needs of customers.

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**

  According to the article [1], 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 which are our main customer target.

- **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**

  Referring to the article [2], 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. Thus, the number of our customers will also decrease.

- **Government support for dental treatment**

  As mentioned by the article [3], Thailand government provides the national health insurance card to people for access to dental services free of charge at the public hospital, so people might tend to treat their teeth at the hospital rather than the clinic.

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)

<u>USER</u>

- For parents who are between 28 to 35 years old.

- For parents who have childs aged between 6 months to 7 years old.

- For parents who have time to take care of their child's teeth.

- For parents who know how to use smartphones and have an internet connection.

- For parents who prefer to gain more knowledge about the right way of taking care of kids' teeth.

- For parents who don't know which dental clinic is suitable for their kid.

- For parents whose kids have issues with dental caries and teeth problems.

<u>CLINIC</u>

- Dental clinics that aim to gain more customers.

- Dental clinics whose target groups are kids.

Value Prepositions (VP)

<u>USER</u>

- Informative from the mass media that provide knowledge about teeth such as animation videos, podcasts, and E-book.

- Convenience to find and book a suitable dental clinic for kids.

- The convenient of placing online orders of kids' dental products on an application.

- Keep track of the dental history of each kid to make it convenient for the customer to look through the treatment plan again.

- Convenience to call and consult about the teeth issues with the specialist.

- Increase the customer rate.

- Promoting the dental clinic.

Channels (CH)

- FOR FUN application platform

Customer Relationships (CR)

USER

- Customers will receive a dental promotion package price from our application.

- Pay attention to customers' feedback by giving a star to the dental clinic.

CLINIC

- Low margin fee

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.

Key Resources (KR)

- Infrastructure is the network and server.

- Software developer, DevOps engineer, Digital UX/UI designer, Digital marketer.

- Mass media about teeth such as animation videos, podcasts, and E-book.

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.

Key Partnership (KP)

- Kid dental clinics in Thailand such as Homey Dental clinic, House of smile, Tooth Fairy, Kid Smile Dental clinic, etc.

- Dental equipment distributors such as Pigeon Industries, Amway, Lion, Colgate, etc.

Cost Structures (CS)

- Infrastructure costs

- Employee expenses

- Cost for promoting and marketing

- Partnership agreement costs

Relationships

1. The key partnership has a relationship with the partnership agreement costs in the cost structure.

2. We have three relationships that are related to infrastructures, which are key activities for the maintenance part, key resources for the network and server, and infrastructure costs in the cost structure.

3. We have three relationships in the employees part which are key activities for hiring and training, key resources for the work roles, and the employees' expense in the cost structures.

4. For the marketing part, we have two major relations in the key activities and the cost structure. We gather the data of kids and then pay to make effective marketing strategies.

5. For the mass media, two relations are involved which are sourcing and designing learning media in key activities, and the data warehouse about teeth in the key resources.

6. For the user part, there are three relations involved: the detail of target customers in customer segments, customer relationship for the customer's benefit, and the solution features in the value proposition.

7. For the clinic, there are three relations which are the detailed component of the clinic in the customer segment, the clinic's benefits in the customer relationship, and the advantages that the clinic will receive in the value proposition.

Business Model Canvas

Key Partners

- Kid dental clinics in Thailand such as Homey Dental clinic, House of smile, Tooth Fairy, Kid Smile Dental clinic, etc.

- Dental equipment distributors such as Pigeon Industries, Amway, Lion, Colgate, etc.

Key Activities

- 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

Key Resources

- Infrastructure: network and server

- Software developer, DevOps engineer, Digital ux/ui designer, Digital marketer

- Mass media about teeth

Value Propositions

User

- Informative from the mass media that provide the knowledge about teeth.

- Convenience to find and book a suitable dental clinic for kids.

- The convenience of placing online orders of kids' dental products.

- Keep track of the dental history of each kid to make it convenient for the customer to look through the treatment plan again.

- Convenience to call and consult about the teeth issues with the specialist.

Clinic

- Increase the customer rate.

- Promoting the dental clinic.

Customer Relationships

User

- Customer will receive a dental promotion package price from our application.

- Pay attention to customers' feedback by giving the star to the dental clinic.

Clinic

- Low margin fees

Channels

- FOR FUN application platform

Customer Segments

User

- For parents who have kids aged between 6 months to 7 years old.

- Parents who have time to take care of their child's teeth.

- Parents who know how to use a smartphone and have an internet connection.

- Parents who prefer to gain more knowledge about the right way of taking care of kid teeth.

- Parents who don't know which dental clinic is suitable for their kid.

- Parents whose kids have issues with dental caries and teeth problems.

- Parent who aged between 28 to 38 years old.

Clinic

- Dental clinic that wants to gain more customers.

- Dental clinic which targets group is for the kids.

Cost Structure

- Infrastructure costs

- Employee expenses

- Cost for promoting and marketing

- Partnership agreement costs

Revenue Streams

- Getting 7% commission fee from the dental clinic.

- From advertising the products and dental clinics.

- Getting gap selling profit from selling kid dental products.

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