

Retail Partnership Platform

Assignment 8 | 5th September 2021
Prepared by PRIMO

Executive Summary



Our beachhead customers are shopping malls that need to expanse membership program to their ecosystem of merchants but do not have an internal tech team to support and Looking for vendor to deliver technology

PRIMO's solution: Retail Partnership platform

Replacing counter services manual loyalty point redemption activities.



Connect shopping malls, merchants and members



Mitigates huge losses in data acquisition and data monetization opportunities.

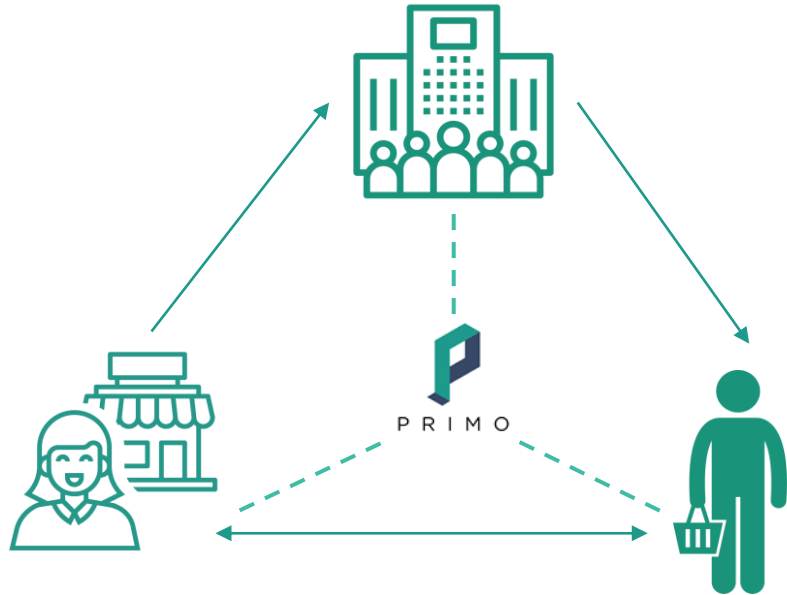
Pain Point

Problem of data-driven marketing at shopping malls



- Lack of tool to collect data customer data
- Lack of data-driven marketing effort both by shopping malls and tenants
- Lack of tool for tenant to make use of shopping malls customer data

Retail Partnership Platform



1. Merchant tools

- Collect data

2. Portal for shopping mall

- Centralize data

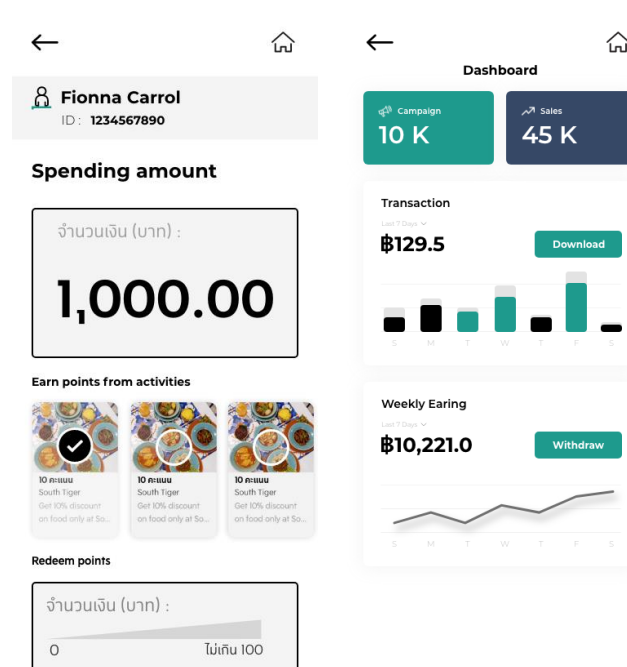
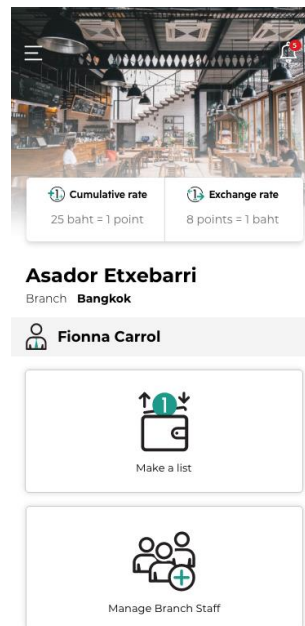
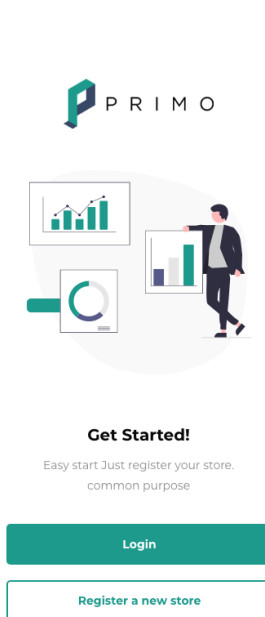
3. Advertisement Portal

- Utilized and monetized data

Merchant tool

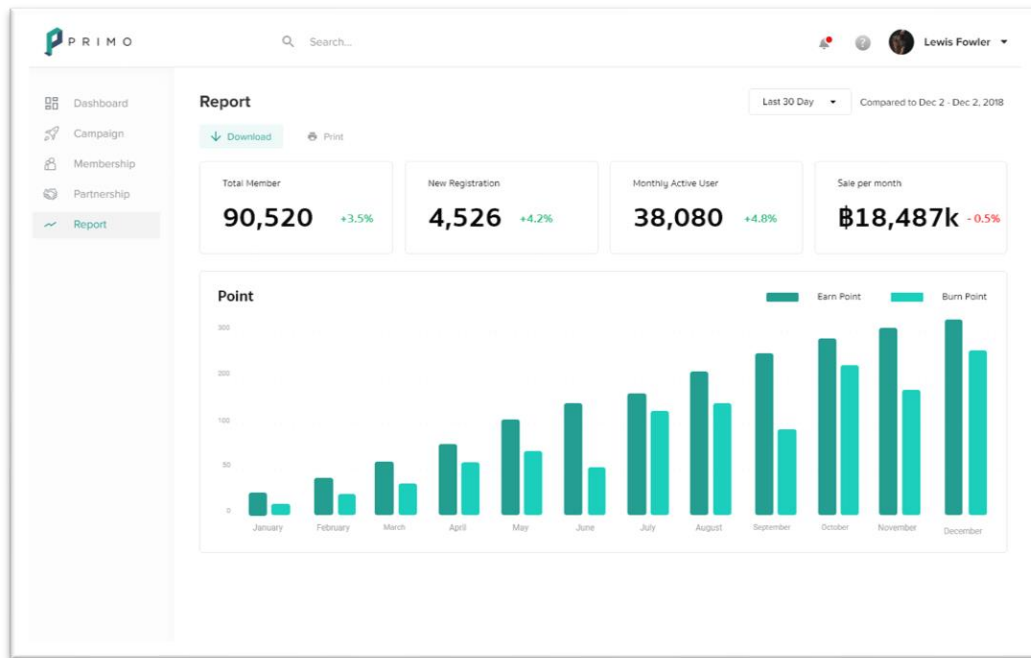
Allow merchant to

- Get to know customer
- Operate mall campaign and collect each transaction data
 - Earn point
 - Burn point
 - Mark use coupon
- Monitor own shop data



Campaign Manager

Portal for Marketer of Shopping Malls



Easy to access and look up their SMEs overall information and dashboard in one screen

Admin can create, edit, delete partners in the Partner management feature

Advertisement Portal

Enabler advertiser/
merchant to utilize
data by self-creating
campaign to target
member



แดชบอร์ด

ข้อมูลบริษัท

จัดการผู้โฆษณา

โครงสร้างบริษัท

จัดการสื่อ

แดชบอร์ด

แคมเปญ

กลุ่มเป้าหมาย

รายงาน

ช่วยเหลือ

ออกจากระบบ

กลุ่มเป้าหมาย

สร้างกลุ่มเป้าหมาย

ชื่อกลุ่มเป้าหมาย



กำหนดกลุ่มเป้าหมาย

Geodemographic



เลือก Geodemographic

ค้นหา

▶ Age range

▶ Education

▶ Gender

▶ Marital status

▶ Individual income

▶ Parental status

▶ Residential area

▶ Most visited area

▶ Life event

88
88

ขนาดกลุ่มเป้าหมายโดยประมาณ (คน)

0

จาก 17 ล้านคน

ค่าใช้จ่ายโดยประมาณ (บาท)

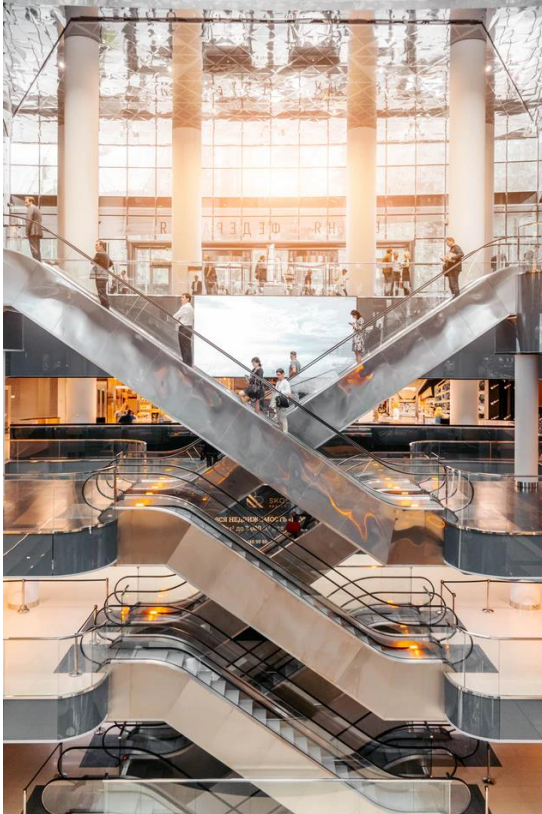
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- ตัวเลขที่แสดง (ขนาดกลุ่มเป้าหมายและค่าใช้จ่าย) เป็นเพียงข้อมูลประมาณการจากการเลือกกลุ่มเป้าหมาย
- จำนวนกลุ่มเป้าหมายและค่าใช้จ่ายที่แสดงเป็นตัวอย่างเพื่อให้ผู้ใช้งานสามารถเปรียบเทียบจากการโฆษณาของตนเอง
- จำนวนกลุ่มเป้าหมายสูงสุดจะถูกจำกัดไว้ที่ 500,000 คน

คำนวณขนาดกลุ่มเป้าหมาย

ยกเลิก

สร้าง

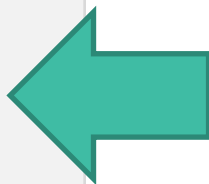


In the retail industry, data has become an essential part and will continue to be in the future. But all shopping mall owners have a challenge of how to collect customer shopping data via partner store, So lots of shopping malls try to collect data through partner stores by using technology (Partnership platform) but they do not know what kind of tools can fix this problem

Competitor Analysis

Competitor group	Name	Target customer	Offer	Strength	Weakness
Direct competitor – Tech company	International Tech company (CRM) <ul style="list-style-type: none">• Perx• Soho• Commarch	Regional market; retail, banking, telecom, fintech	<ul style="list-style-type: none">• Reward and merchant management /• Campaign management• Loyalty management• Omni-channel marketing technologies for offline and online engagement• CRM	<ul style="list-style-type: none">• Good reputation• Good engineering team• Easy to integrate to ecosystem	<ul style="list-style-type: none">• High price• Low knowledge of local market
Potential competitor	Local Tech company <ul style="list-style-type: none">• Buzzbees	Leading company in Thailand	CRM solution, but they have potential to extend to develop platform for merchant, example customer; MBK, M150, etc.	<ul style="list-style-type: none">• Strong in Thai market	<ul style="list-style-type: none">- Old tech stack

Segment	Name List of shopping mall
Early adopter	<ul style="list-style-type: none">• Central (Existing client)• Siam Piwat• The Mall group
(Expected) Early majority	<ul style="list-style-type: none">• Siam Future• Future park• MBK group• Terminal 21• K village• The common• Rain hill• KE group• TBN property• The platinum group• The bright



Our beachhead

Need to screen

- Value matching = Data-driven company
- Sizing = Stage of membership program (Technology, number of member)
- Affordability

The way to reach our beachhead

- Introduce company via cold call, cold email, and website including boost Google search results by SEO.

Business Model

One-Time
Implementation Fee

Monthly
License Fee
(Software-as-a-service)

Benefit of Partnership Platform

A Partnership Platform enable SMEs merchants participate Loyalty Program of large corporate.

Shopping Mall

MAKE MONEY
from member data

SME Merchant

SAVE MONEY
from high value investment in
own CRM solution

Member

MORE REWARDS
connect to local merchant to
redeem reward

Go-to-market Strategy

Go-to-market process	Online channel	Why it's good channel for introduce to our target customers
<ol style="list-style-type: none">1. Define2. Identify3. Direct marketing4. Screen5. Sale6. Plan and agree	1. Cold call	<ul style="list-style-type: none">• Showcase our capability to target customer• Increase our company's credibility• Easy to get information contract from target customer• Increase our chances of getting leads• Have a chance of showing up in Google search results
	2. Cold email	
	3. Website (www.primo.mobi)	
	4. SEO (Content marketing)	

Fundraising Strategy

AS-IS: PRIMO has gotten fund from Venture Capital and our product is ready to sell to large enterprise, so PRIMO needs Venture Capital that increases market access.



Our Strategy: PRIMO needs Corporate Venture Vapital (CVC) which is a type of Venture Capital that contribute in a variety of ways from cash to goods and services in order to increase PRIMO's market access.

Team



Vee Sirasoonporn

CEO

Experience in Banking in the field of quantitative analysis including Risk Management and Consumer Banking practice



Art Chanakarn

CTO

Experience in developing a wide range of enterprise-grade software as a full stack developer



Yok Piyapun

CMO

Experience in advising leading companies to navigate marketing technology implementation strategy



Praw Yingwan

CPO

Experience in business tax consultant and strong passion in product management



See for yourself how we can expand your marketing territories

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