ENVISIONING

WE
Thousands of lives has been lost due to lack of essential medical services. So we are here with AMBCARE services to solve this problem. We connect people with such medical services at a tap on their phone.

OUR IDEA
Medical services make up an important part of the public service sector. AMBCARE is an online application that aims to provide various kinds of medical services like ambulance services, medicine delivery services etc.

OPPURTUNITIES

GROWTH

We are planning to implement AmbCare all across the country. As an initial step, we decided to start our business in Kerala , as we found it as the best place for the growth and development of our business.

Why we chose Kerala?

Although Kerala is well known for good doctors and great medical services, state lacks many other essential infrastructural services like good ambulance service, and doorstep delivery of medicines.
It's a known fact that this idea is very popular globally. But it has not yet reached our local audience. And undoubtedly this is the need of the hour.
Timely availability of medical equipment and pharmacy items are difficult in many rural areas of our country. Hence, we plan to ensure a faster delivery of medical and pharmaceutical equipments leveraging this vacant place.

ASSESSMENT AND ADJUSTMENT

With the help of AmbCare's customer rating and review system, we work to enhance the services and recommend the best work force to the customers

ASSESSING OPPURTUNITY

MARKET
->Patients in requirement of transportation
->Emergency patients
->Senior citizens
->Ambulance drivers
->Clinics
->Hospitals
->Medical stores

STRENGTH
->Instant App.
->Booking and Customer Support/Service 24/7.
->Real time tracking of ambulance drivers/medicine delivery executives.
->Buy medicines from a large number of stores and get it delivered in minimal time whilst sitting from the comfort of one's home.
->Efficient in finding ambulances in case of emergencies.
->Combine ambulance services from all sectors such as private, public etc.
->Provide different types of ambulances that users can choose from according to their need.
->Connects patients with hospitals is required.

WEAKNESS
->Training the ambulance drivers on how to use the app for picking up the patients.
->Developing a separate mode within the app for people who aren't familiar with smartphones.
->Bringing the app to areas far away from cities or any private or government hospitals.
->Multiple bookings for one ambulance at the same time .
->Frequent updating of available ambulances and hospital beds.

OPPORTUNITIES
->Providing easy transportation for people suffering from serious medical injuries.
->Employment generation in rural areas.
->Connecting transportation and medical sector efficiently.

THREATS
->Technical Difficulties.
->Un-ethical activities by medicine delivery executives.
->Complications in getting ambulances and medicines on time due to external factors such as climatic conditions, traffic etc.

CHANNELS
->AMBCARE connects local and global, private as well as public ambulances to a wide range of hospitals and clinics to a ready-to-buy audience.
->AMBCARE aims to provide its clients with the preferred type of ambulance, when they want it and where they want it and for what they want it for.
->AMBCARE medicine delivery services provide doorstep delivery of medicine.
->We also social media platforms, customer support, review, and ratings we reach our customers further.

CUSTOMER RELATIONSHIPS
->We serve as a bridge between our customers and request providers (hospitals, ambulance service, and pharmaceutical shop owners) through our AMBCARE platform.
->We provide 24 x 7 customer support.
->Review and Rating system.

CUSTOMER SEGMENTS
->Patients
->Senior citizens
->Hospital service people
->Ambulance service
->Medical shops

NEEDED RESOURSES:
->Software developer
->Mobile Phones for using our application
->Ambulances
->Medicine vendors
->Hospitals and clinics
->Delivery team
->Medical team
->Customer service team

KEY PLAYERS
->ANGEL SUSAN VINO - 20MIA1068
->ABHIJAY ANOOP NAIR- 20MIA1033
->ANTONY GEORGE MATHEW K – 20MIA1022
->KRISHNENDU S – 20MIA1036
->NOEL BENNY – 20MIA1020
->PARVATHY MENON – 20MIA1105

KEY ACTIVITIES
->App-based platform development.
->Linking of ambulances, medicine vendors, hospitals to network.
->24 x 7 customer support.
->Services provided to our customers
Technical support
Deliver on the customer proposition
Expand to more cities
Analyze data to fine-tune everything

EVOLVING STRATEGY

COMPANY GOALS

Our main mission is to decrease the mortality rate among people due to lack of ambulances and medicines on time. Our vision is to create a network connecting the entire medical system and making it accessible to the people with a single tap on their phone.

VALUE PROPOSITION

We try to bring the unemployed youth from various locations under the AMBCARE platform which is currently decided to start in Kerala. We value our customer reviews and concerns the most by which we try to improve our services and further provide better recommendations and facilities to new users.

MARKETING AND SALES

->Social media platforms and local newspapers will serve as a key medium for introducing the app to the public

->Providing cash back offers and free booking services on customer's first booking
->Ads showing the basic working of the app can be published on video platforms
->Partnering with other medical apps for more business opportunities

OPERATIONS

->Provide fair, equitable and timely access to quality, safe service that customer need.
->Engage with and involve our staff in service delivery.
->Taking reviews from customers and therefore improving our services.

FINANCIAL

->Hospitals, Ambulance service centers and pharmaceutical shops have to pay an annual subscription amount will be charged.
->A fixed percentage of income from each purchase through AMBCARE service , will be collected from the corresponding pharmaceutical shops.
->Similarly, we will be collecting a percentage of income obtained by ambulance service centers from each business that they get with help of AMBCARE.

GO-TO MARKETING STRATEGY

-> Preparing the app for a particular group of people
-> Advertising through YouTube influencers, social media, commercials etc.
-> Hoardings at Hospitals or other strategic locations so as to catch the attention of people.
-> Using word of mouth advertisement (Chinese whisper) to gain authenticity for app.
->This app aims at Senior citizens of age group 65 and above along with the current generation. As every app, this too needs to generate income and our plan is to monetize by providing space for advertisement. This is feasible and would be attractive once the volume of users increase to a considerable size. The unique point is common app that works on smartphones as well as on basic phones using phone dialer codes.