

PET ME!

Project Phase #2



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Business Description

PET ME! is an application to bring comfort for pet owners and their pets. The application provides features and service for pet owners to comprehensive look after of their pets in various ways, whether health concern to shopping for the best product of their pets. Our major services do not only allow pet owners to schedule certain appointments in advance with veterinary in hospitals or clinics but also have an online consultation with internist veterinarians and animal trainers. The service is to help pet owners to clear their doubts about the underlying disease symptoms and also includes an analysis of the pet's behavior. Our primary goal is to make pet owners feel comfortable and avoid wasting much time in pet hospitals during the COVID-19 pandemic. Not only for the pet owner's convenience but also for avoiding the stress on pets when staying in the vet hospital.

Pains/Needs that PET ME! wants to solve

- Nowadays, most people start to interest in getting some pets to make their boring ordinary day into a brighter day when they meet their own pets. Absolutely that when pet owners have their own pets, they want to give the best of them to their pets. It might be difficult to take pets to the hospital on certain time because sometimes, the hospital is full of queue with other patients. Consequently, it was wasting of time and was not received medical treatment because the queue was full on that day. It is not an inconvenience for pet owners during the COVID-19 pandemic and for some pets, it is not known how to socialize with other pets which can lead to responsiveness in terms of stress and aggression in pets.
- For example, Sara (pseudonym) has taken her dog to hospital because of skin allergy symptom. Therefore, she must go to the hospital since 7 a.m. to get a queue but veterinarian checked in 9 a.m. due to covid-19 situation which make she feel uncomfortable. So, it makes she wonder that it would better if she can do the online consulting with veterinarian just like in humans' medical treatment or if she could just book an appointment to take her dog to see the vet in advance at the desired time.

PET ME! Solution

Our service is to meet the demands and conveniences of pet owners while also assisting in the reduction of stress on pets when socializing them.

PET ME! is a service mobile application (IOS) that contains 4 functions.

- First, Hospital function – In this function, PET ME! has cooperate with veterinarians, hospitals, and clinics to allow users (pet owners) to be able to look up each veterinarian's education and treatment records. When users use the hospital function, they can book an appointment in advance at their convenient time. In one condition, users can book an appointment in the available schedule.
- Second, Online Consultation – For Online Consulting is similar to the 'Hospital' function but the difference is that this 'Online consulting' is a general treatment that focuses on pet behavior problems. Users (pet owners) can select animal trainers and veterinarians by using our video call mode which costs 150 baht per 15 minutes.
- Third, Transportation – The application has provided friendly driver service. The service is for users to select the driver to travel to their destination with their pets whether a hospital or other place with a delicious snack for pets. In terms of safety, users can look up drivers' records and COVID vaccination history.
- Last, Shopping – In PET ME! 's shopping function, we provide the best pet food, medicine, and equipment with a reliable store and special discount for users (pet owners) to purchase the best and most comprehensive products for pets.

Target Customer

Our target customers are pet owners who want to provide comprehensive care for their animals. Also, a pet owner who wants to ensure that their pets are treated by a veterinarian on a schedule that is convenient for the pet owner and minimizes risks when meeting others in the COVID situation.

Customer Information & Customer Interview

The majority of customers in our application are pet owner in Thailand who want to comprehensive look after of their pets in various ways, whether health concern to shopping for the best product of their pets.



Interviewee #1 (Pet Owner)

Name: Chatchapong Booncharoensombat (19)

Occupation: Student

Location: bangrak

Interviewee #2 (Pet Owner)

Name: Siva Roongruengmanirut (20)

Occupation: Student

Location: Phaya Thai

Interviewee #3 (Pet Owner)

Name: Vichayut Chanchaoen (20)

Occupation: Student

Location: Sathorn

The interviews questions and answers

1. After trying our app prototype, do you think our application is easy to use?
 - Interviewee#1: The app has a user-friendly interface. It is simple and easy to understand by design. There are clearly symbols to help understand the different parts of the application easier.
 - Interviewee#2: It's easy to use and doesn't have any problems at all.
 - Interviewee#3: An intuitive interface makes the app easy to use. By design, it is simple and easy to understand. It contains clear icons to help the user understand what is going on.
2. What do you like or dislike in this application?
 - Interviewee#1: Personally, I quite like this application. Because I have a dog and have to take them to the vet or use animal services on a regular basis. If this application were to actually come into existence, it would be a huge benefit.
 - Interviewee#2: I like the color of the application; it makes me feel like it's a pet service event. But I don't like the composition of the picture's proportions, overall is good.
 - Interviewee#3: This application is quite nice to me personally. If this application was able to actually exist, I would greatly benefit since I have a dog and have to use the vet's services or animal services on a regular basis.
3. Do you have any suggestions to improve our application?
 - Interviewee#1: I think that the design of the application is quite good, but if adjusting the proportions, a bit, it will be better. Regarding the allocation of categories, I want it to be simple and versatile to use. But overall is considered very good.
 - Interviewee#2: What's to be admired is that the ideas that come up and the look and feel of the app are helping people who own a large number of animals take advantage. But there may be a function to educate more about this application.
 - Interviewee#3: The application design is satisfactory, but if it were resized, it would be more pleasing. With regards to category allocation, I would like it to be simple and versatile to use. In general, it is regarded as being successful.

Financial Estimation

For the financial estimation, Pet Me company has revenue in the 5 parts that contain Online consultation fee, fee from hospital or clinic, transportation fee, fee from a shop, and advertising fee. The fee from the shop and advertising will play a significant after the Pet Me company have famous and a lot of people know what Pet Me does. Therefore, it can make a profit from the shop and advertising fee in the 2-3 years much. You can see it in the sale forecast table. For the payroll, Pet Me company has 2 owners and 3 full-time employees. They work 8 hours per day. Moreover, Pet Me has a growth rate for the salaries of the owners and employees. For the OPEX table, Pet Me company has expenses for the advertising for the most to give the information to know the description of PET ME and have other things for expenses such as a license.

- Sale Forecast Year 1

Complete This Chart First:				
Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Online consultation fee	Per times	\$ 105.00	\$ -	\$ 105.00
Fee from hospital or clinic	Per times	\$ 225.00	\$ -	\$ 225.00
Transportation fee	Per times	\$ 50.00	\$ -	\$ 50.00
Fee from shop	Per month	\$ 1,500.00	\$ -	\$ 1,500.00
Advertising fee	Per month	\$ 1,500.00	\$ -	\$ 1,500.00
				\$ -

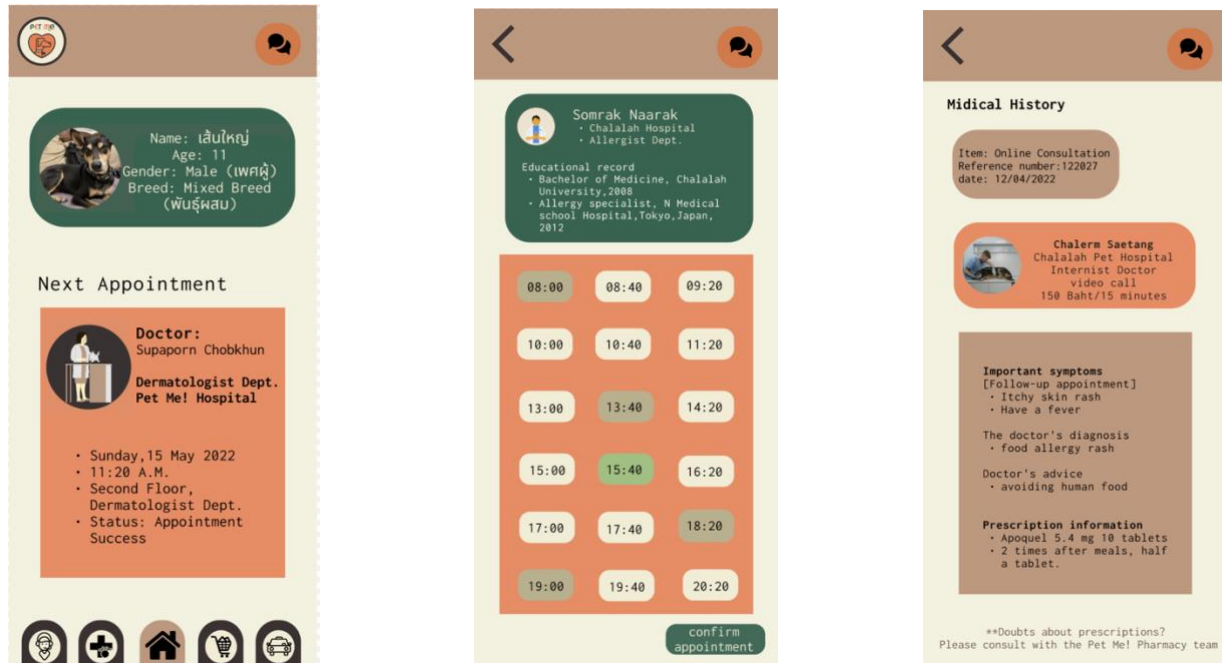
- OPEX Year 1

	April	May	June	July	August	September	October	November	December	January	February	March	Annual Totals
Expenses													
Advertising	35,000	35,000	35,000	30,000	30,000	30,000	30,000	30,000	30,000	25,000	25,000	25,000	\$ 360,000
Car and Truck Expenses	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Commissions and Fees	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Contract Labor (Not included in payroll)	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Insurance (other than health)	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Legal and Professional Services	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Licenses	5,000	-	-	-	-	-	-	-	-	-	-	-	\$ 5,000
Office Expense	6,000	-	6,000	-	6,000	-	6,000	-	6,000	-	6,000	-	\$ 36,000
Rent or Lease -- Vehicles, Machinery, Equipment	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Rent or Lease -- Other Business Property	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Repairs and Maintenance	-	-	2,000	-	-	-	2,000	-	-	2,000	-	-	\$ 6,000
Supplies	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Travel, Meals and Entertainment	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	\$ 36,000
Utilities	-	-	-	-	-	-	-	-	-	-	-	-	\$ -
Miscellaneous	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	\$ 24,000
Total Expenses	\$ 51,000	\$ 40,000	\$ 48,000	\$ 35,000	\$ 41,000	\$ 35,000	\$ 43,000	\$ 35,000	\$ 41,000	\$ 32,000	\$ 36,000	\$ 30,000	\$ 467,000

Prototype design (Application)

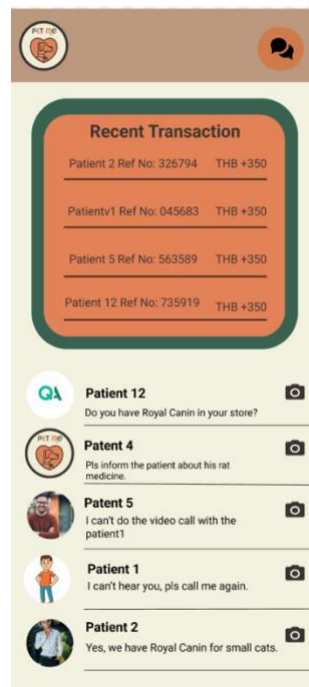
For User Interface

- Examples of user interface in the homepage, booking appointment process, medical history page, online consulting, and list of veterinarian and hospital selection in order.



For Veterinary Interface

- Examples of veterinary interface in the homepage, Chatting page and Notification page in order.



Future Plan of PET ME!

1. Expand business scale
 - We plan to cooperate with veterinary hospitals to import medical types of equipment and medicines. We want to be both of agency and investor to motivate and drive the pet treatment community for better growth and development.
2. Investment in hospital
 - Invest money in building a new animal department or hospital.
3. Animal Shelters
 - We plan to collaborate with hospitals to build animal shelters. This is to provide opportunities and help in life for stray animals. To ensure that every animal has a home Being loved and cared for in the best way.