

2/2021

PET ME!

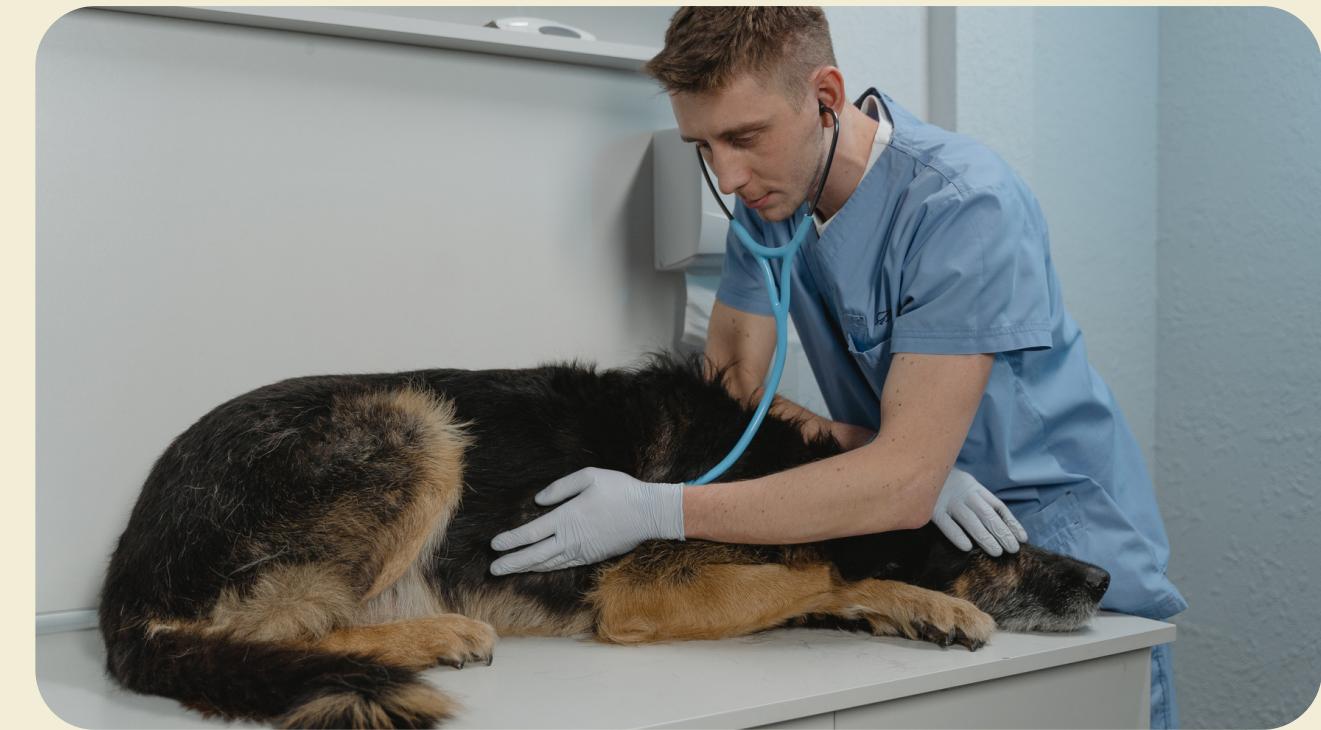
# PET ME!



ITCS335\_Introduction To  
E-Business Systems

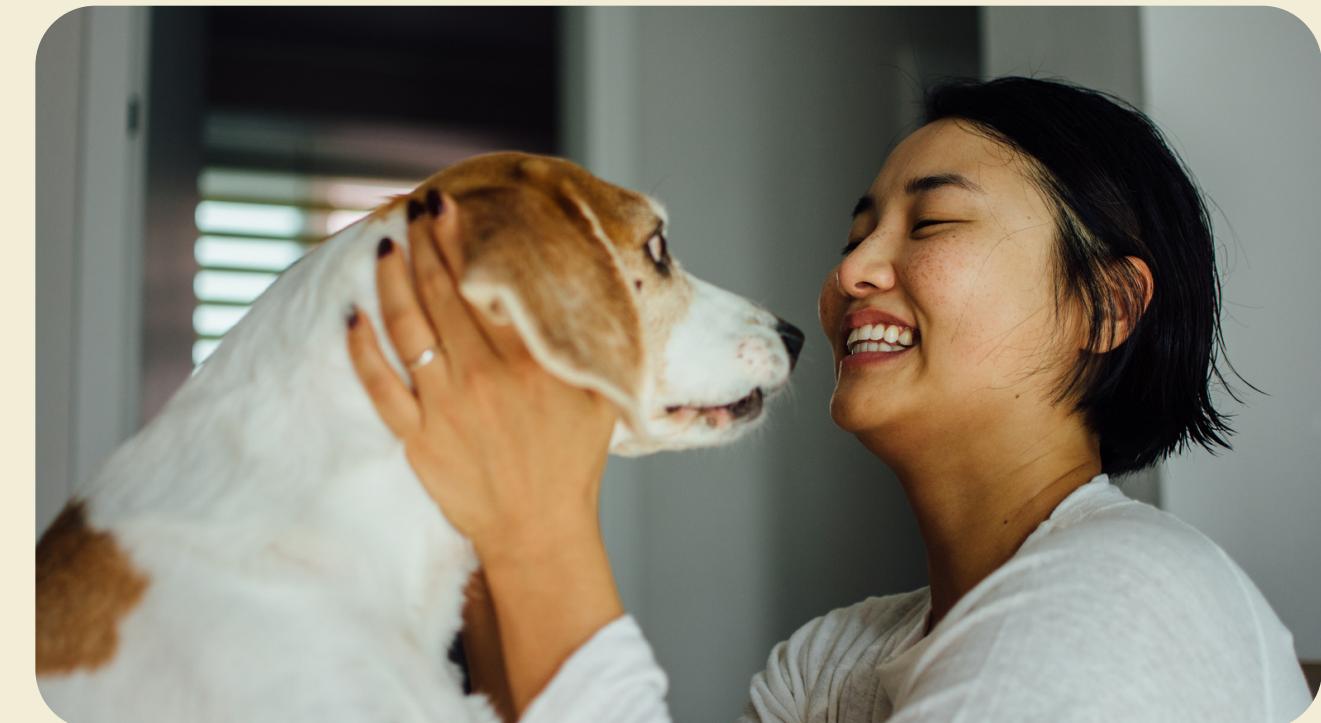


# Let's get to know Pet ME!



**PET ME!** the best for pets lover

**Want to provide complete care for  
your pet and get your pet to the vet  
easily and conveniently with a certain  
appointment time?**





# Problems



## Customer's Pain

- Here is examples of customer's common pain that we found from the questionnaire

## Wasting of time

- Had to go early in the morning to wait in line and had to sit and wait for the vet for hours.

## Veterinarian's queue is not available

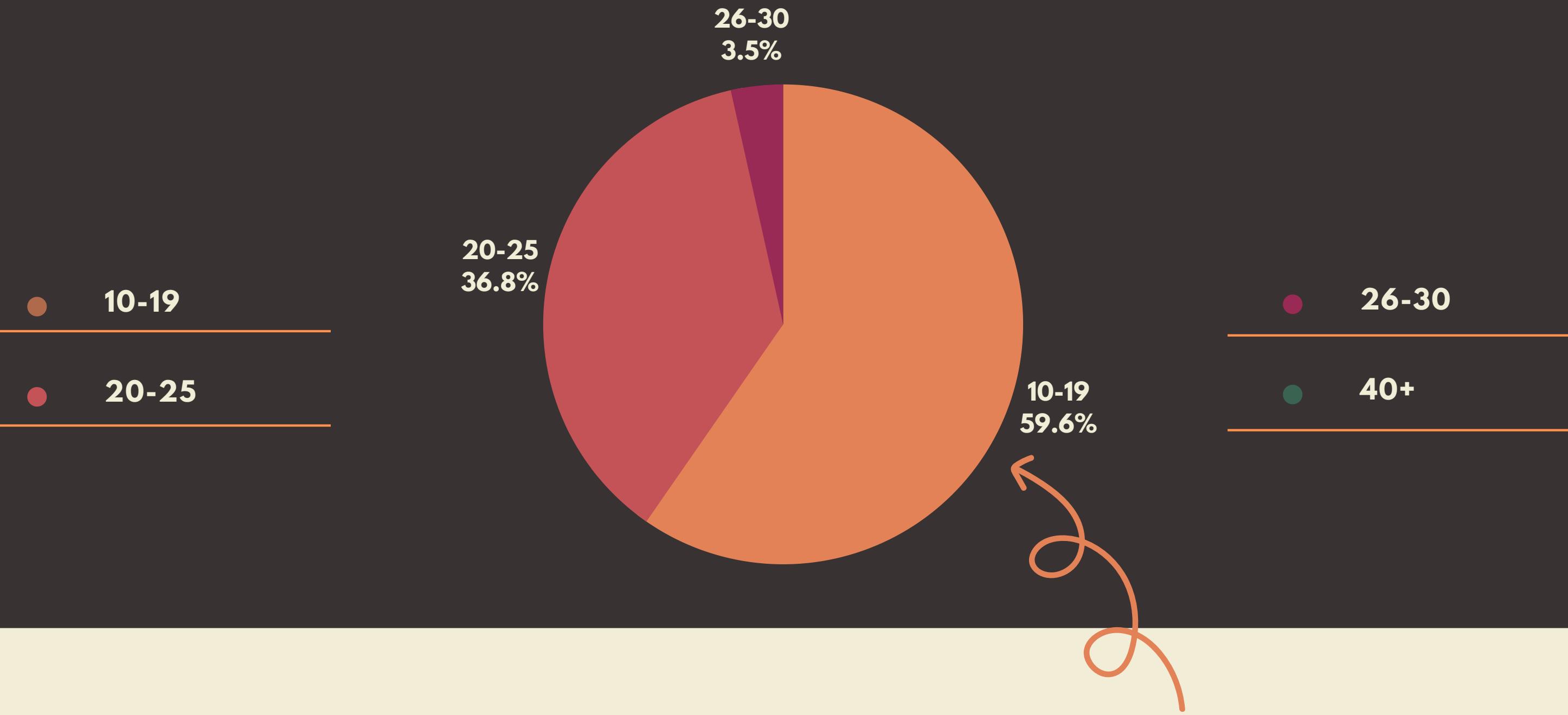
- Sometimes pet owner didn't go on time, so vet's queue is not available

## Anxiety during Covid-19 situation

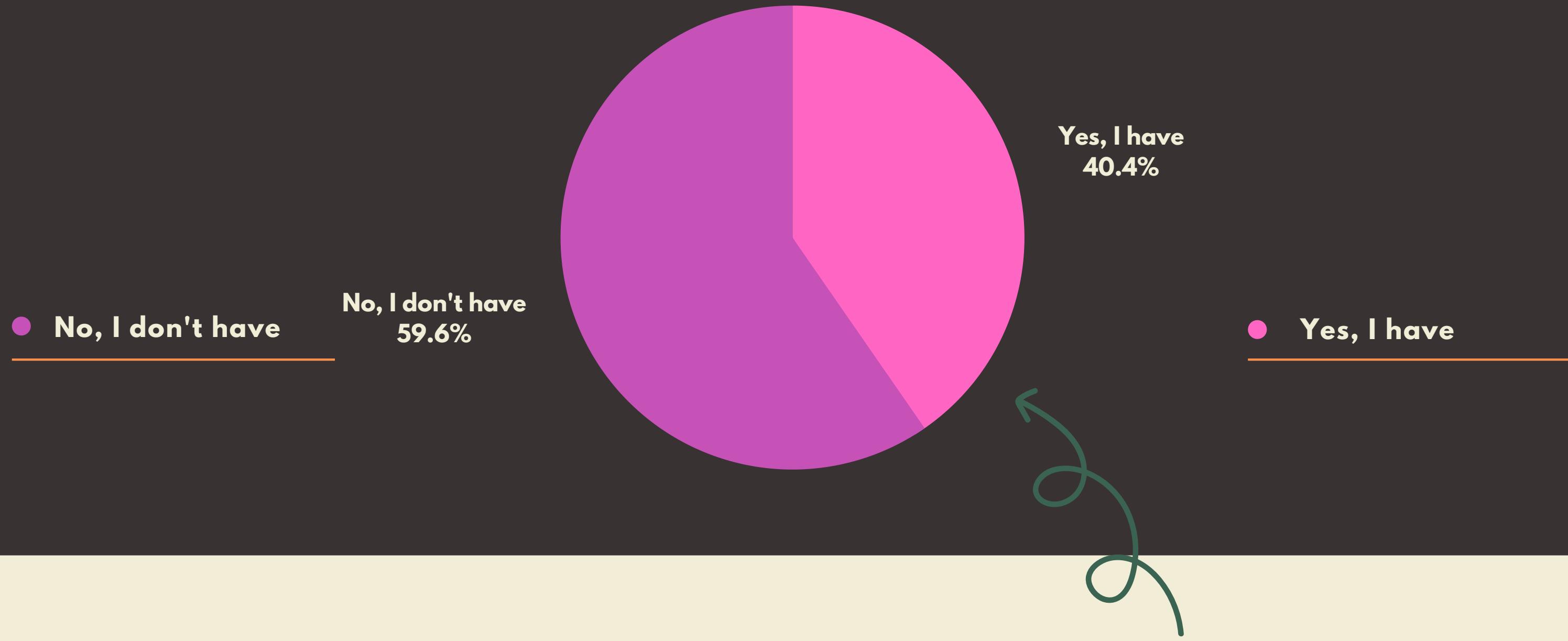
- According to a survey, most animal owners feel uncomfortable having to wait in long queues during COVID-19.

	<p><b>Description</b></p> <p>Cindy's dog has a very serious food allergy symptom. She used to take her dog to the hospital but during the covid-19 situation, She was very anxious about it and didn't want to waste time waiting in line. So she wanted to take her dog to the vet at a certain time to avoid the crowds.</p> <p><b>Pain</b></p> <ul style="list-style-type: none"><li>• Veterinarian's queue is not available</li><li>• Didn't have much time to wait in line.</li><li>• Worried about the covid situation</li></ul> <p><b>Goal</b></p> <ul style="list-style-type: none"><li>• Want to take her dog to the vet at an exact time to avoid crowds.</li></ul> <p><b>Expectation</b></p> <ul style="list-style-type: none"><li>• Save time</li><li>• convenient</li></ul> <p><b>Needs</b></p> <ul style="list-style-type: none"><li>• looking for online consultation with a vet for pet.</li><li>• looking for a service that can book an appointment in advance with a veterinarian at an exact time.</li></ul>
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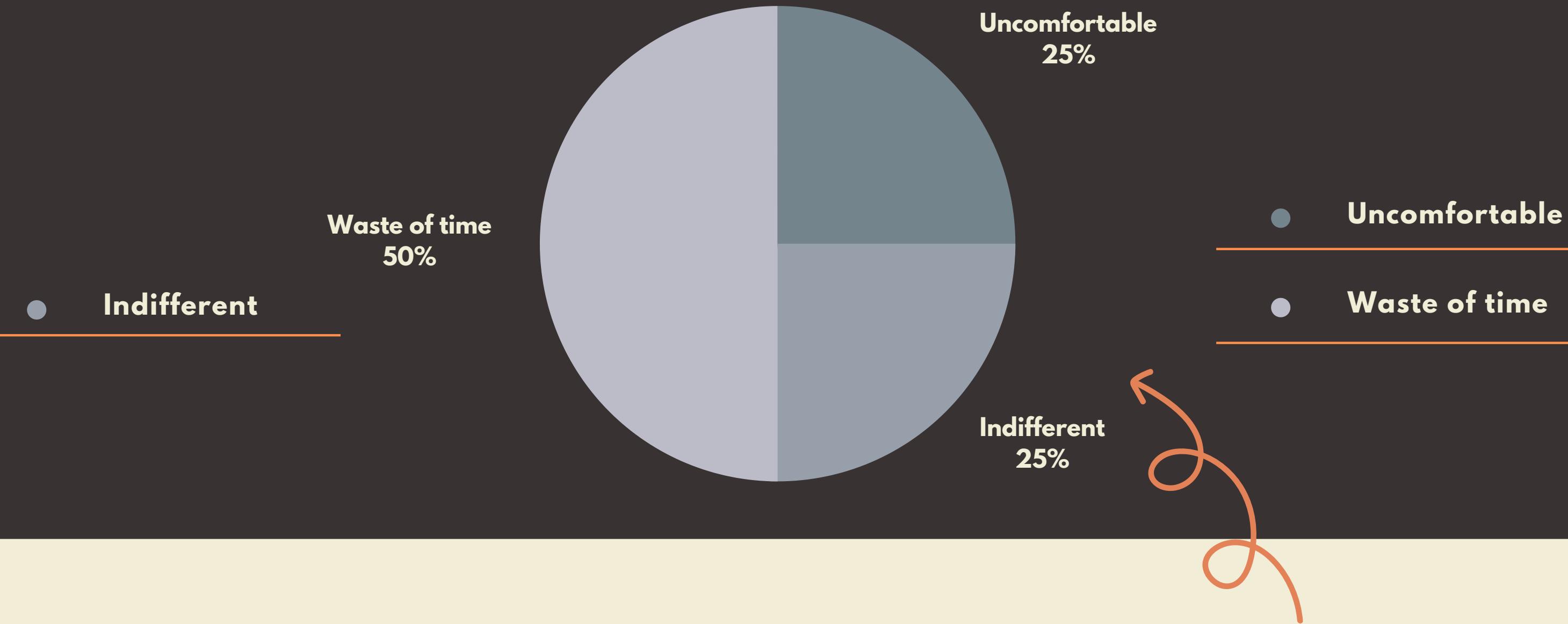




# CUSTOMER AGE GROUPS



# HAVE YOU EVER BOOKED AN APPOINTMENT WITH A VETERINARIAN IN ADVANCE?



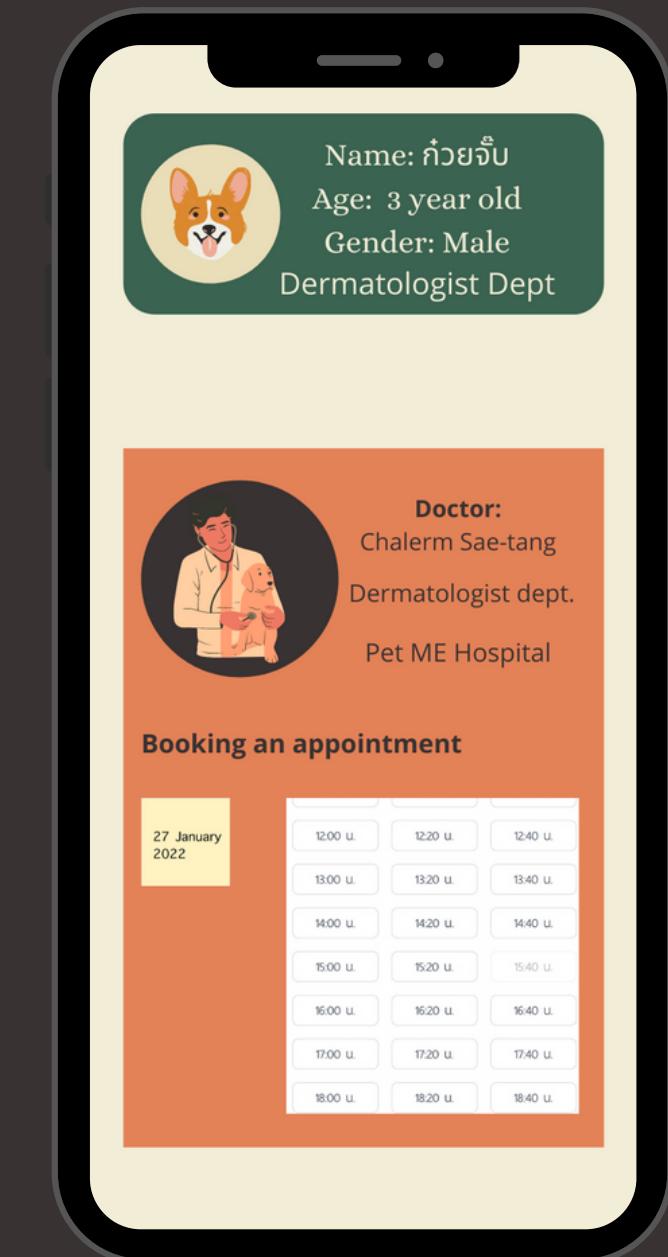
**HOW DO YOU FEEL IF YOU HAVE TO  
WAIT IN QUEUE FOR TREATMENT FOR  
A LONG TIME DURING COVID-19?**

# Solutions



## Our solutions

**PET ME! has created one function for users (pet owners) to book an appointment in advance with a veterinarian and with hospitals or clinics in which they are interested where they want to take their pets will be treated and be able to select a time that is convenient for users.**



**Faster and comfortable**  
**Reduce time of waiting queue**



**Easy to use**  
**UI of application is easy to use**



**Safely**  
**It has been proven that seeing a professional doctor is completely safe**

# PET ME! Features



## Hospital appointment

- PET ME! has cooperate with veterinarians, hospital, and clinics to allow users (pet owners) be able to view profile of each veterinarian's education and treatment records. So, they can book an appointment in advance in their convenient time.



## Pet friendly transportation

- select driver to travel to their destination with their pets whether hospital or other place with a delicious snack for their pets.



## Shopping

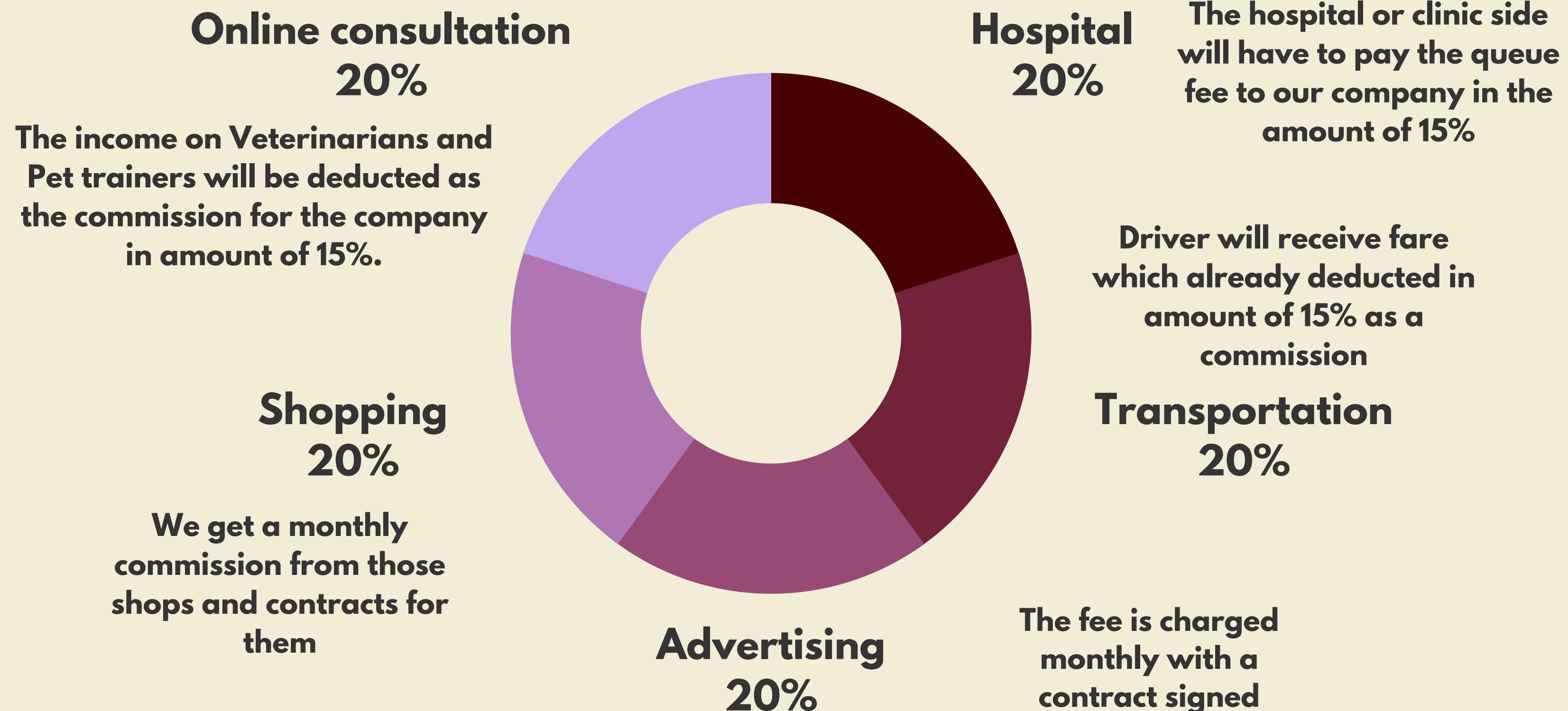
- We provide pet supplies to choose the best and most comprehensive products for their pets.



## Veterinarian's online consultation

- similar with 'Hospital' function but difference is that this 'Online consulting' is basically a general treatment that focuses on pet behavior problems.
- select whether animal trainers and veterinarians by using our video call mode which costs 150 baht per 15 minutes.

# Revenue Model



# Competitor of Pet ME!



S.O. Pet



Pet First Aid



PetBacker:  
Dog Cat Pet Sitting



Baanlaesuan PETs



VitusVet Pet Medical Records

# COMPETITOR ANALYSIS

Features	PET ME!	Baanlaesuan PETs	S.O. Pet	Pet backer: dog cat Pet sitting	VitusVet Pet Medical Records	Pet FirstAid
Book an Appointment In advance	✓				✓	
Online consultation	✓			✓		✓
Shopping	✓	✓		✓		
Transportation	✓			✓		
New and Articles		✓	✓			✓
Available on IOS	✓	✓		✓	✓	✓

# BUSINESS MODEL CANVAS

## KEY PARTNERS

- Veterinary Hospitals
- Local Veterinary Clinics
- Veterinarians
- (Online Consultation)
- Grab Taxi
- Vetinter Group
- Inter Vetta
- BIC CHEMICAL Cp., LTD.
- Greatest Pet Care Co., Ltd.
- Tailand Corporation Co., Ltd.
- Wannarak Enterprise Co., Ltd.
- ANIMAL-GO-ROUND CO., Ltd.

## KEY ACTIVITIES

- Schedule hospital appointment
- Online Consultation
- Processing order

## KEY RESOURCES

- Veterinary Hospitals
- Veterinary Clinics
- Veterinarians
- Taxi
- Pet food suppliers
- Pet medical suppliers
- Pet accessory suppliers
- Pet equipment suppliers

## VALUE PROPOSITION

- Low cost
- Safety
- Problem-solving
- Improving user's experience

## CUSTOMER RELATIONSHIP

- Call center
- Promotion and discount coupon
- Online inquiry
- Dedicated personal assistance

## CHANNELS

- E-commerce
- Application
- Word of mouth
- Social Media

## CUSTOMER SEGMENTS

- Pet owners
- Pet lovers

## COST STRUCTURE

- Platform and Application development
- Software Maintenance

## REVENUE STREAMS

- Brokerage fee
- Free



## Strengths

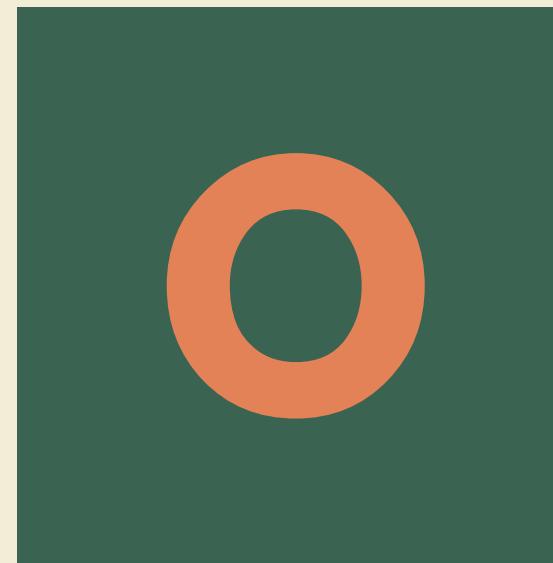
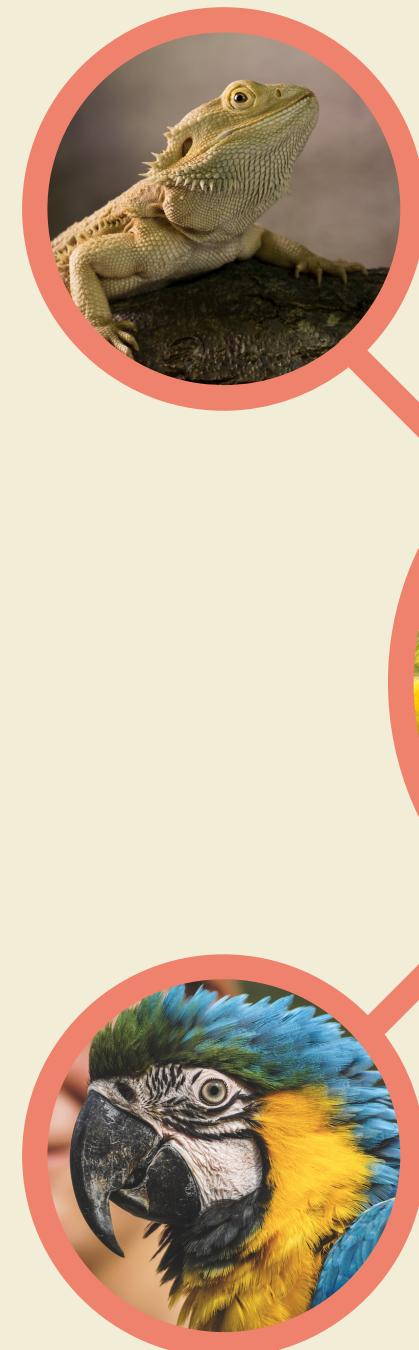
- PET ME! can schedule a vet appointment in advance.
- PET ME! has a full range of features and is comprehensive for pet care.
- There are discounts and promotions for in-app expenses.

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## Weaknesses

- Some hospitals may not accept patients through our app since they can already make a profit by themselves.
- Some users don't need to use our app because they live near a veterinary clinic, so they call them to treat their pets at home.

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## Opportunities

- The number of people who have pets has increased dramatically in recent years.
- The average annual number of veterinarian visits per family is high.



## Threats

- Cost increases, there is always the possibility that business and material costs will rise.
- In the pet equipment market, there is a lot of competition.

# Our Team



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# Thank You ❤



# Q&A