



Speedy by us

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Outline

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Business Profile

- Name — Go Bike
- Status — startup
- Form — Partnership
- Opening time — April 2016
- Operation time — 24 hours
- Staff — 10 office staff, 60 drivers
- Equipment — 60 electric motorbikes



Logo

Product



Model: MTA-FS8020-G1

Motor Power: 80V1500W

Max. Speed: 50-60 km/h

Run Distance: 70-75 km

Battery: 80V/20AH lead acid battery

Charging time: 6-8H

Charger input: 110~240V (battery maintenance)

Service



- ❑ Eco-friendly and motorbike service
- ❑ Use electricity as energy
- ❑ Differences
 - Environmental Friendly
 - Cheap, Fast, Stability
 - Make reservation through APP



Vision

To provide an Eco friendlier means of transportation in Singapore and eventually expand to other countries

Mission

The honesty, safety, and environmental stewardship for both the business and the customer

SWOT



Strenght

- 1. Unique selling point**
- 2. New in the transportation market**
- 3. Technical advantage**
- 4. Efficient space utilization**

Weekness

- 1. Lack of experience**
- 2. Single product structure**
- 3. Limited investment**

Opportunity

- 1. Market expansion**
- 2. Create more product line**
- 3. Product and service improvement**

Threat

- 1. High cost of input**
- 2. Two direct competitors**
- 3. Security issues**

Competitors

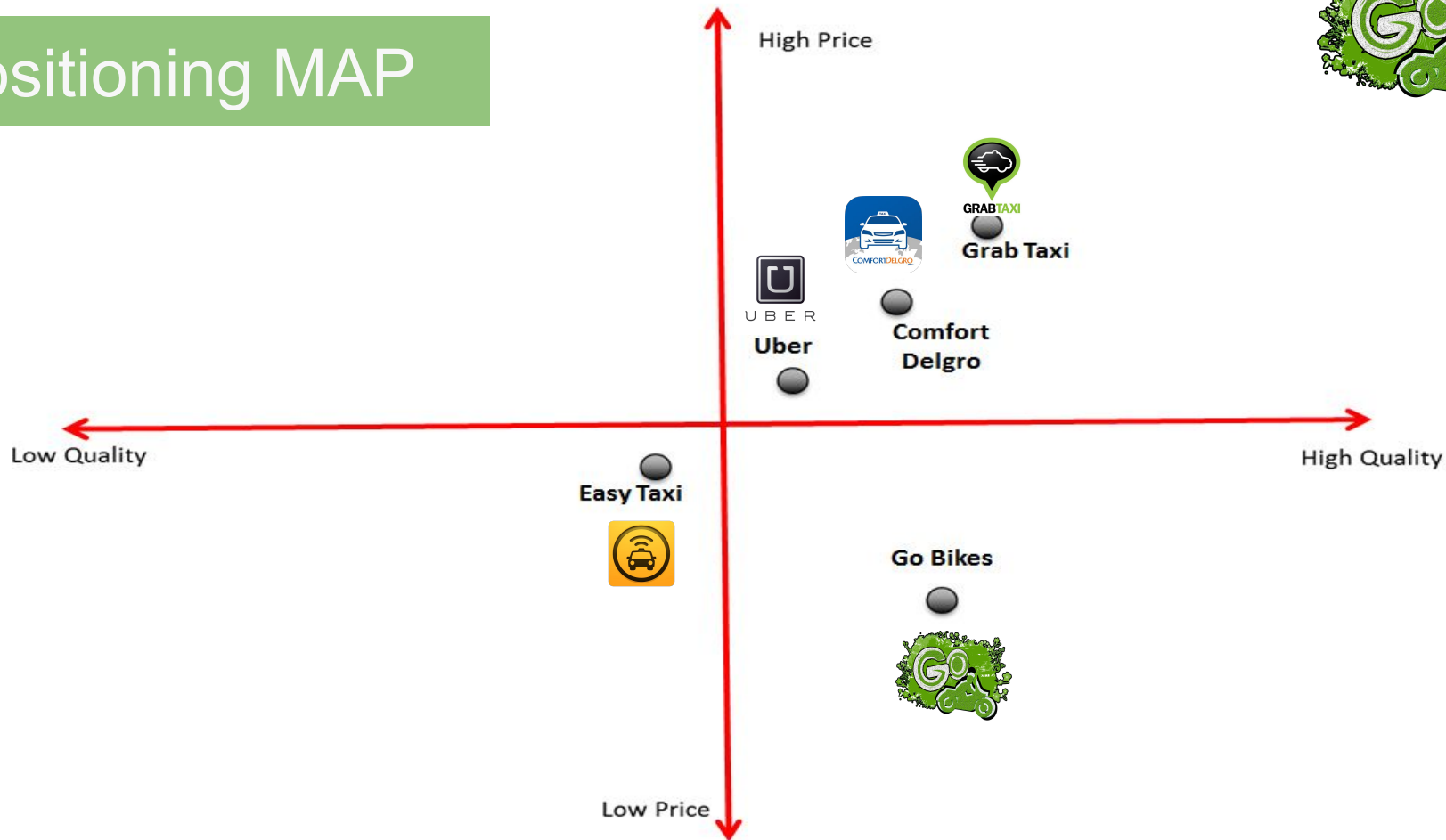


COMFORTDELGRO

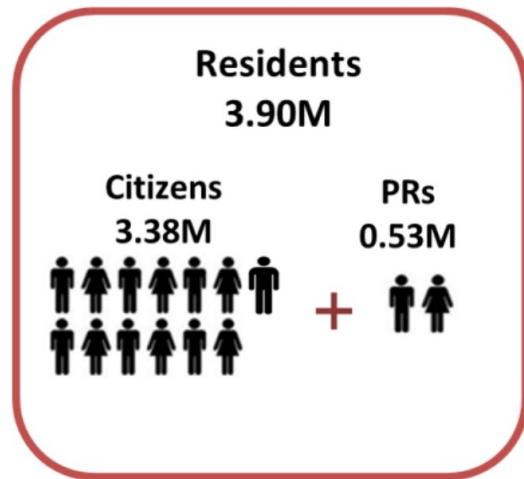


EASY TAXI

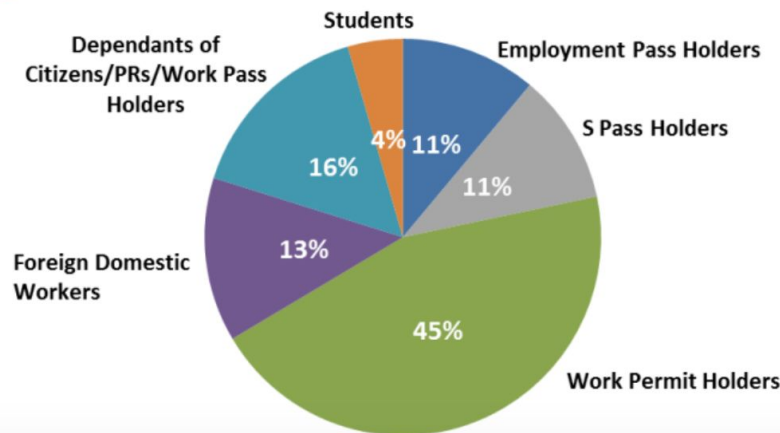
Positioning MAP



Market Size



Breakdown of Non-Resident Population



**Total Population in
Singapore, as of June 2015**

5.54 M

TARGET CUSTOMER



Geographic location

- Country : Singapore

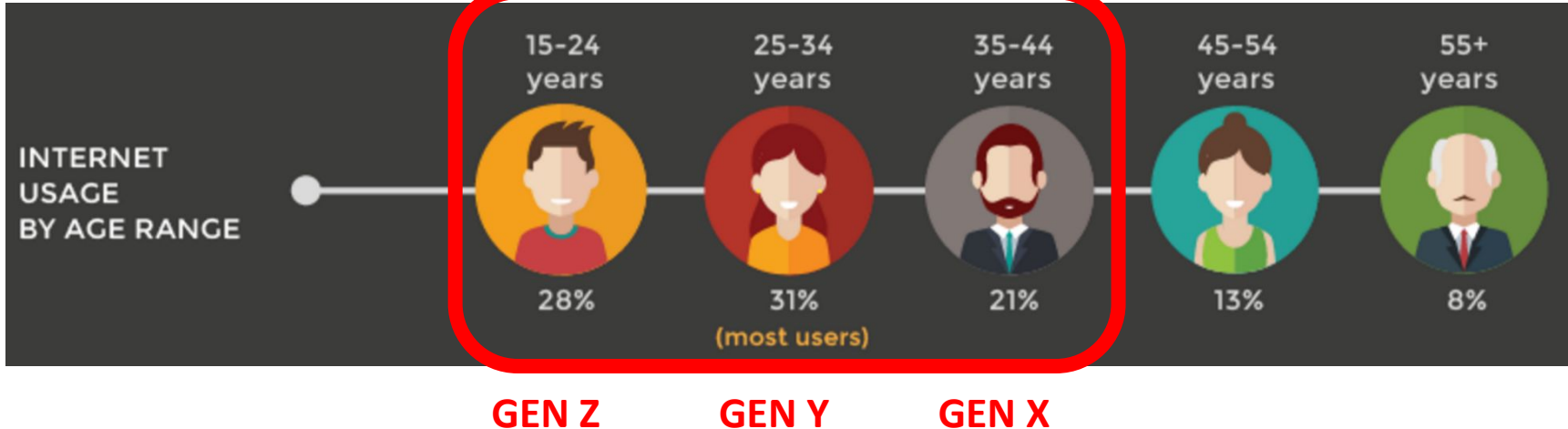
Demographic Segmentation

- Gender : male and female
- Age : 18 - 36 years old

Target Market

: Resident & Non-Resident

<international student>





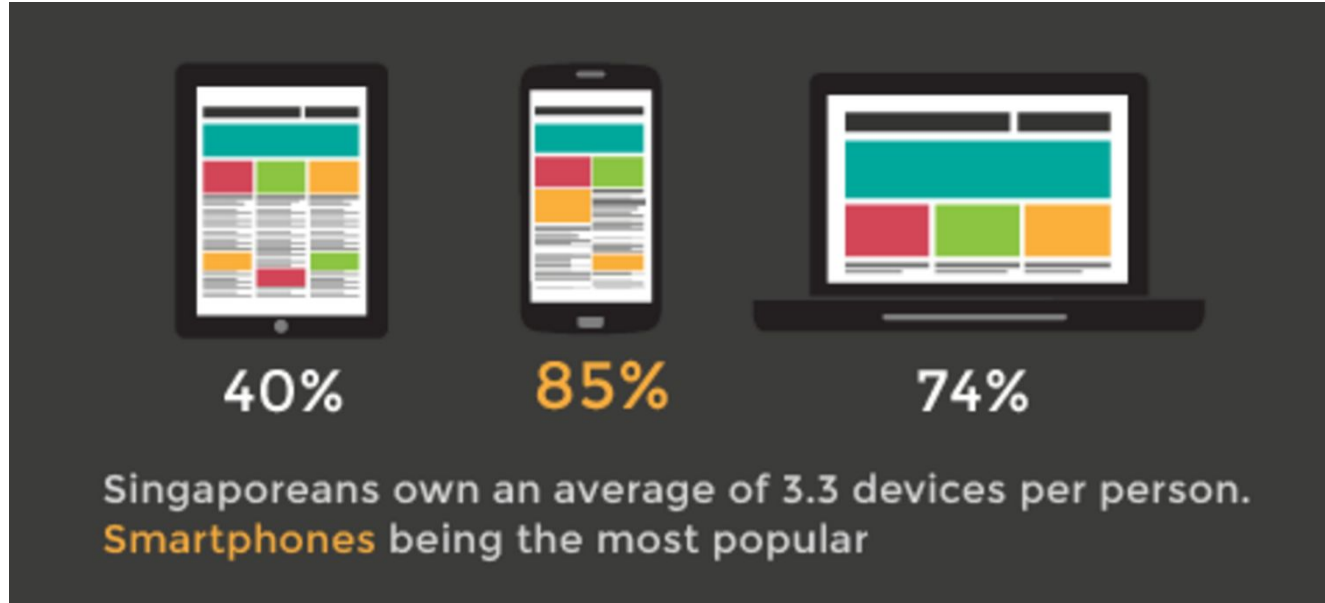
Psychographics Segmentation

- lifestyles : Saving time
- Attitudes : Loving environment
- Interested: Like to take new experience

Behavioral segmentation

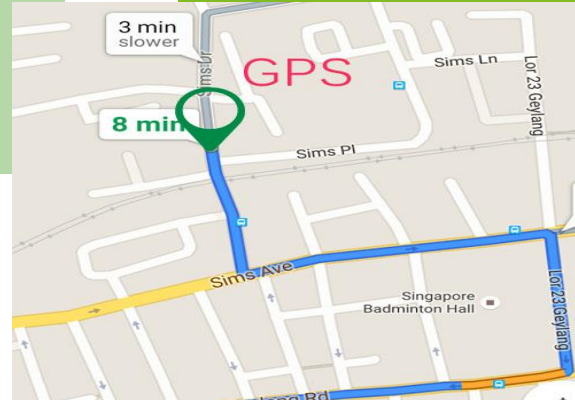
People who often using taxi booking app

People who using public transportation



PRODUCT

- Usage of clean greens
Electric motorbikes
- Usage of GPS on every motorbike



PRICE



\$3

\$0.22 per 400m



\$3.50

\$0.50 per km



\$3.20

\$0.22 per 400m



\$3.60

\$0.22 per 400m



\$1.5

\$0.50 per 400m

Booking Fee

\$2.30-\$4.50

Non peak period \$2.30

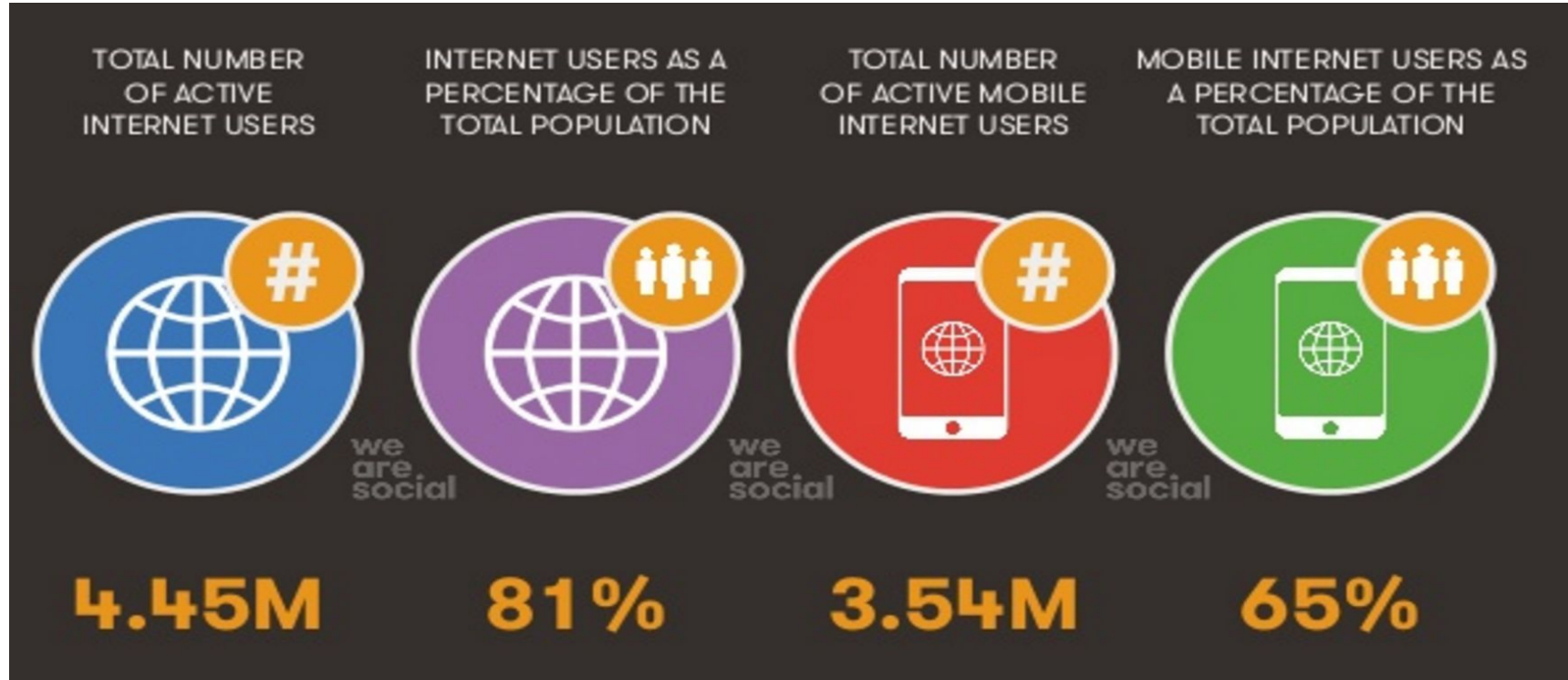
FREE

Peak Period \$ 3.30

PROMOTION



Digital Marketing : In Singapore, 81% of population – 4.45 million people are internet users



GOBIKE

HELLO!

please verify your
mobile number

S1234567A

SUBMIT

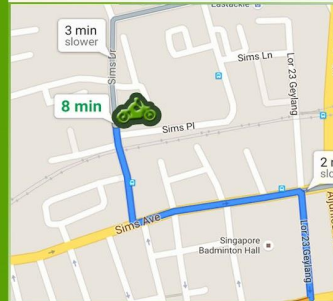
Personalization

- Customer Data
- Customer Reviews

GOBIKE

Your Current Address:

149 Sims Dr, 387380



REQUEST GO BIKE

ESTIMATED: SGD 6-7
5-7 Min (5.4 KM)

DROP-OFF
Bugis Junction

HISTORY

October 2015

To People's Centre

From Lavender MRT Station

4.1 KM

To JCU Sims Dr

From ION Orchard

11 KM

November 2015

To JCU Sims Dr

From Bugis Junction

4.5 KM

To JCU Sims Dr

From ION Orchard

11 KM

To JCU Sims Dr

From ION Orchard

11 KM

To Bugis Junction

From ION Orchard

4.4 KM

BACK MENU




Participation

- Aware of customer participating

World Browser 8 Bit - Super Mar... Maxthon for Computers Product Su...
https://www.youtube.com/watch?v=soHWZeVTx_A

YouTube PT



“GOBIKE” speedy by us MUST TRY !!!

Bulby
Subscriber 17 424

79 659

1 557 10

00:53

Yoshi's Island Final Battle 8 Bit (Super Mario World 2)
de Bulby
35 919 visualizações

Bob-omb Battlefield 8 Bit - Super Mario 64
de Bulby
17 174 visualizações

Super Smash Bros. Melee Theme 8 Bit
de Bulby
27 951 visualizações

Lysandre Battle 8 Bit - Pokemon X/Y
de Bulby
38 628 visualizações

World 8 - Super Mario 3D World Music Extended
de BrawlBSTM3
69 962 visualizações

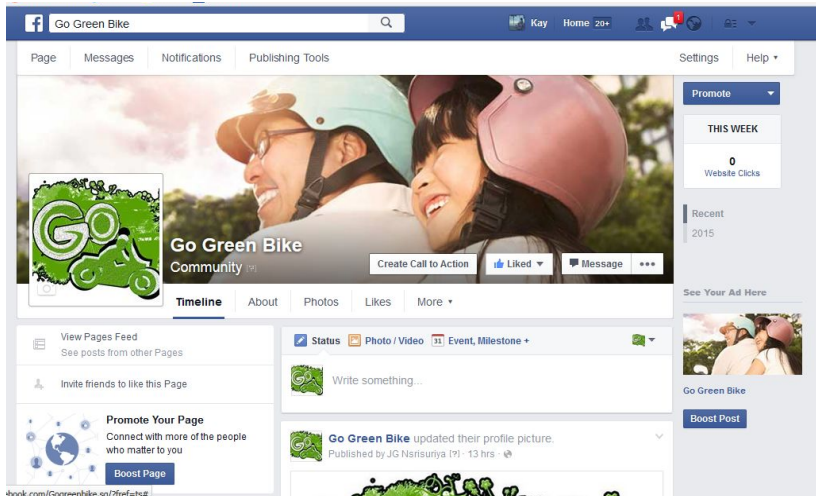
Racist Mario
de Flashgltz
3 744 631 visualizações

Comment Hate - PBG, ProJared,

Peer-to-Peer

Messages are more valuable and trusted

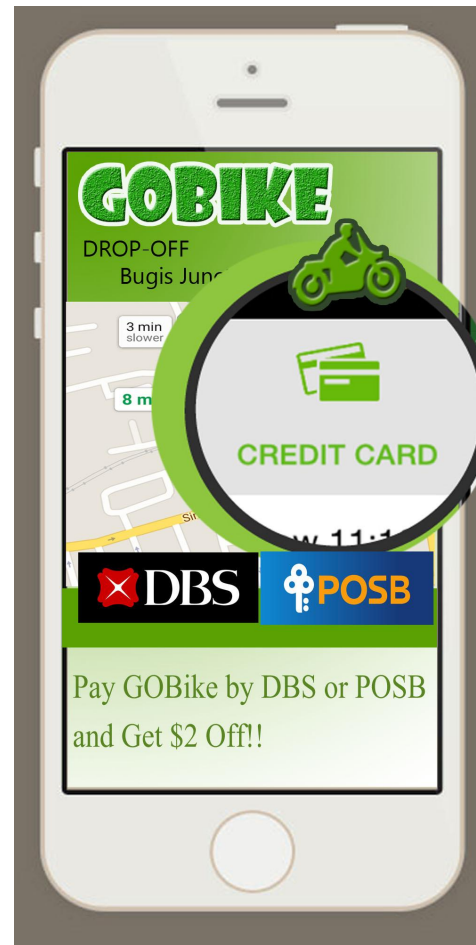
- Recommendation
- Share Experience



Predictive Modeling

- Marketing that learns

Take a minimum of 2 rides
paid by DBS Visa Cards per week on GOBike
and get S\$2 off!! your next ride!



Operation Plan



Start-Up Cost



Motor bike include tax (10%) and delivery charge	91,080
Furniture for headquarters	5,260
Hiring of Ware house and Headquarters (1 month)	8,500
Renovation of warehouse and Headquarter	3,000
Uniform for drivers	6,000
Registration fee	650
Telephone for office	200
Deposit for Starhub	200
Deposit for Sp service	500



Financing Plan



1	Break Even Analysis						
2		Apr-16					
3	Revenue		55,000			Apr-16	
4	less: Variable Cost				Total Fixed cost	24,763	
5	Electricity	600			Contribution Margin %	62%	
6	Repairs & Maintenance	5,000			Break Even Point (\$)	39,940	
7	Telephone bill	200					
8	Road tax	300					
9	Advertising	15,000			Depreciation (Straight line method)		
10	Total Variable cost		21,100				
11	Contribution Margin		33,900		Purchase motor bike	95880	
12	Less: Fixed Costs				life span	3 yr	
13	Warehouse	11,500			Depreciation for year 16	31960	
14	Insurrance	100			Depreciation for April 16	2663	
15	Salary and Wages	6,500					
16	Depreciation	2,663					
17	loan interest 2%	4,000					
18	Total Fixed Costs		24,763				
19	Income before Tax		9,137				
20							



1	<u>Statement of cash flow</u>			
2				
3		2016	2017	2018
4	Beginning Cash balance	-	105,834	313,038
5	Net income after tax	13,514	215,244	360,444
6	Depreciation expense	31,960	31,960	31,960
7	Purchase of motor bike	(95,880)	-	-
8	Purchase of furniture	(3,760)	-	-
9	Bank Loan	200,000	-	-
10	Repayment of borrowing	(40,000)	(40,000)	(40,000)
11	Ending Cash balance	105,834	313,038	665,442

Assume no change Account Receivable or other current asset other than cash; Account Payable or other current liabilities other than Loan payable; Fixed asset other than equipment or Equity Account other than Retained earnings

Question?



Thank you!