

# EV Bus Mongkol Company



Thefinal Group

ITCS361 Management Information  
System



**6488120**

**6488176**

**6488179**

**6488181**

**6488204**

**6488210**

**Suphavadee**

**Jidapa**

**Ponnapassorn**

**Thadeeya**

**Pimmada**

**Ravikarn**

**Cheng**

**Moolkaew**

**Iamborisut**

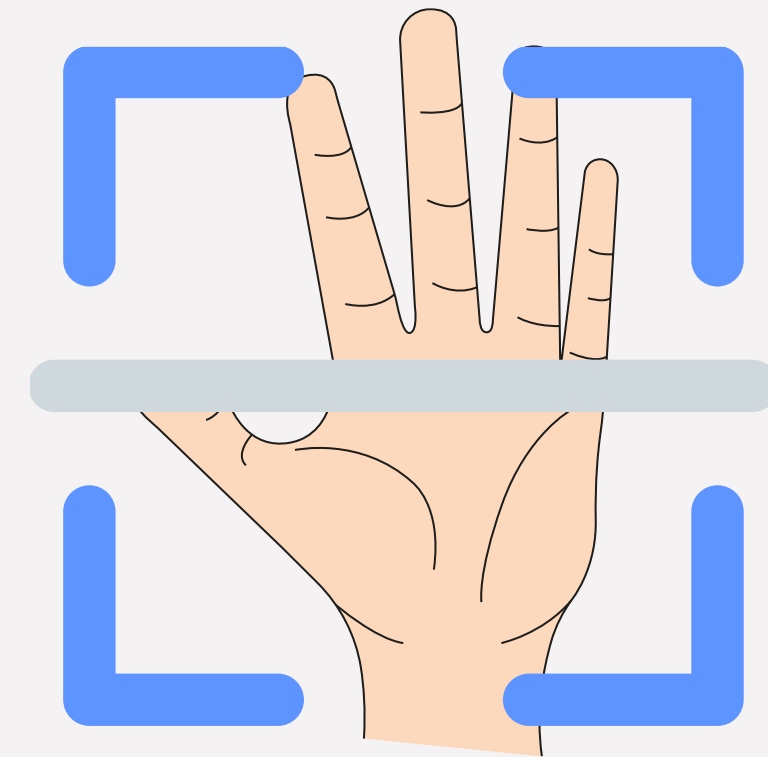
**Duangkaew**

**Chompurat**

**Jarungjitvittawas**

# OVERVIEW

- The impact of COVID-19
- A cashless bus transaction
- Palm scanning and QR code
- Modern electric buses
- Popularity of public transportation
- Sustainability of public transportation
- A user-friendly app



# STATUS OF BUSINESS



A major player in the public transport industry



Driven by cutting-edge technology



Prioritize sustainability and convenience

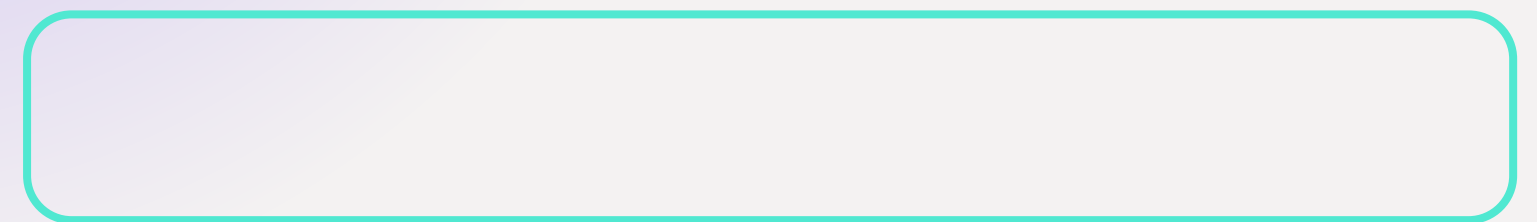
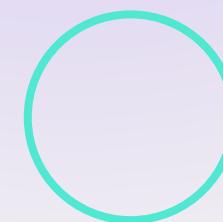
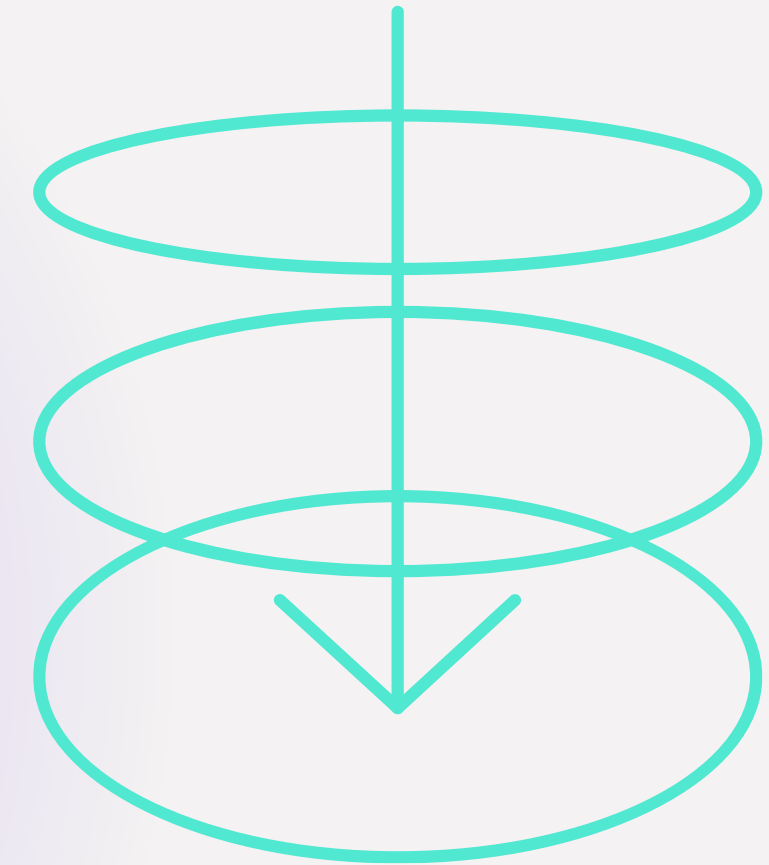


The highest quality transportation solutions company in the country



Minimizing global transportation concerns

# PRODUCT & SERVICE





# SERVICE



## EV-BUS



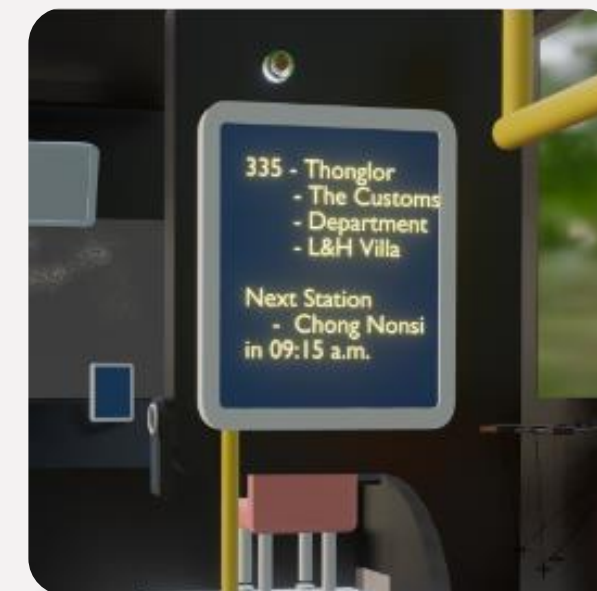
Luggage storage  
area



Palm Scanning  
Device



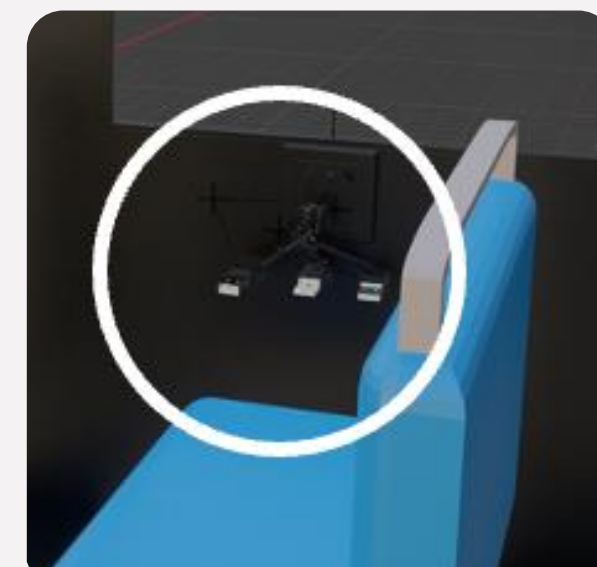
Screen show location



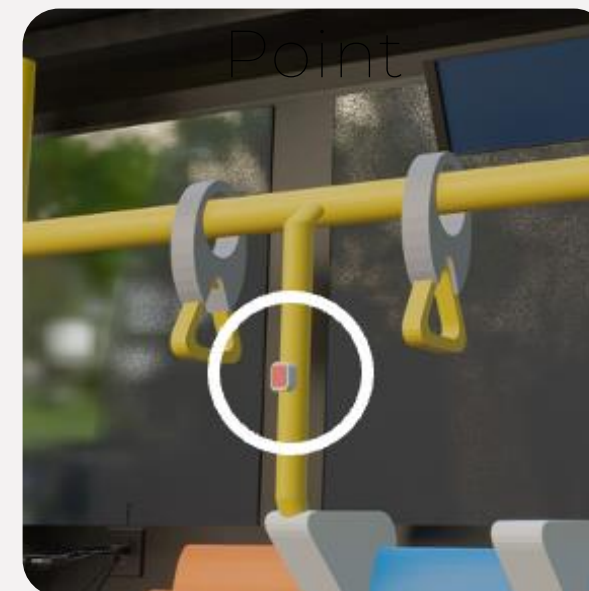
Scanning Weapon



Charger



SOS Call  
Point



Free WiFi



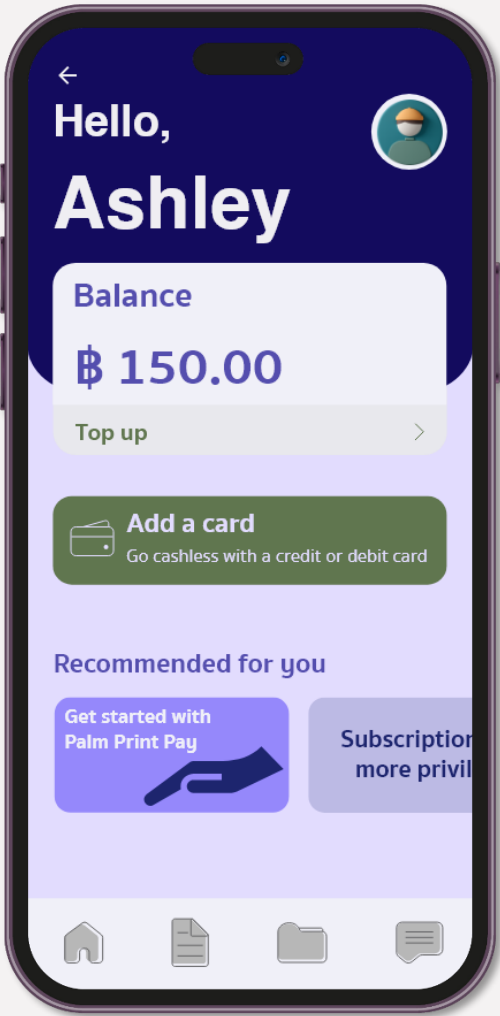
# PRODUCT



Application



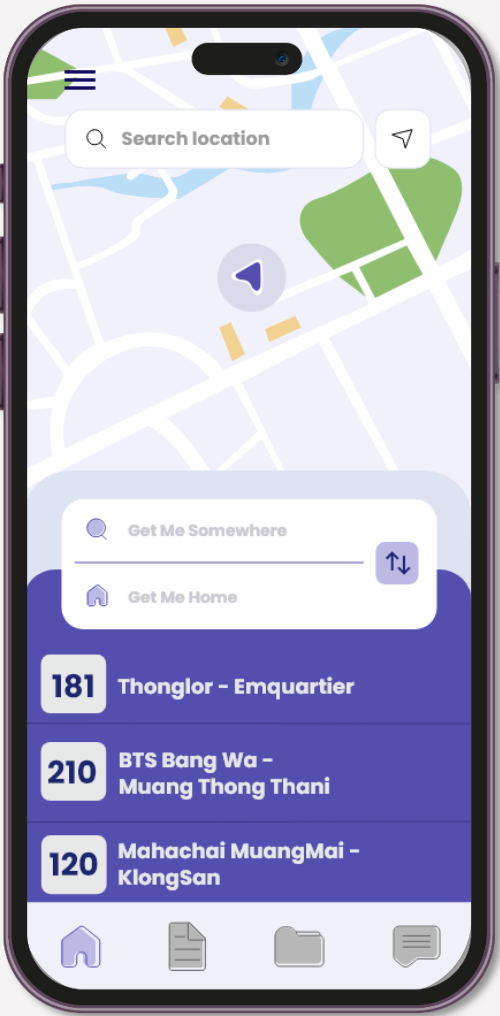
Payment



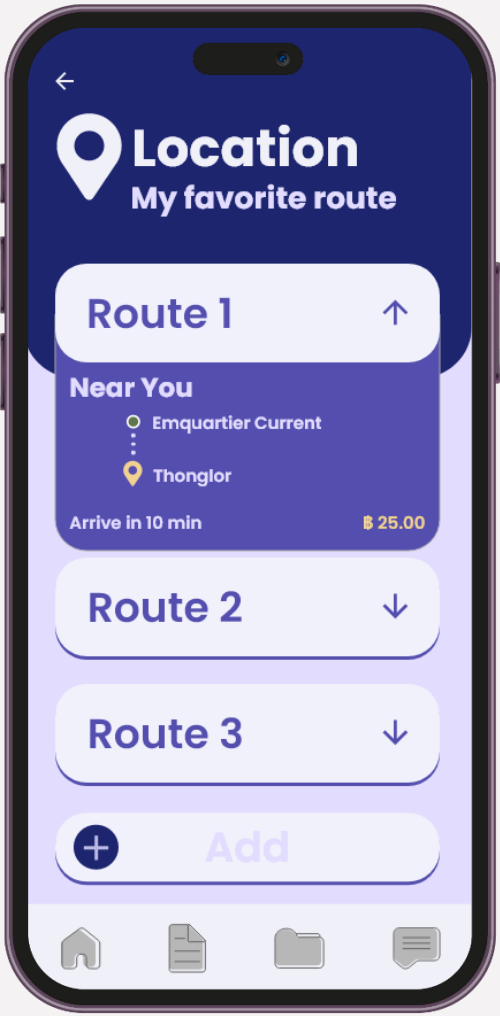
QR-Code



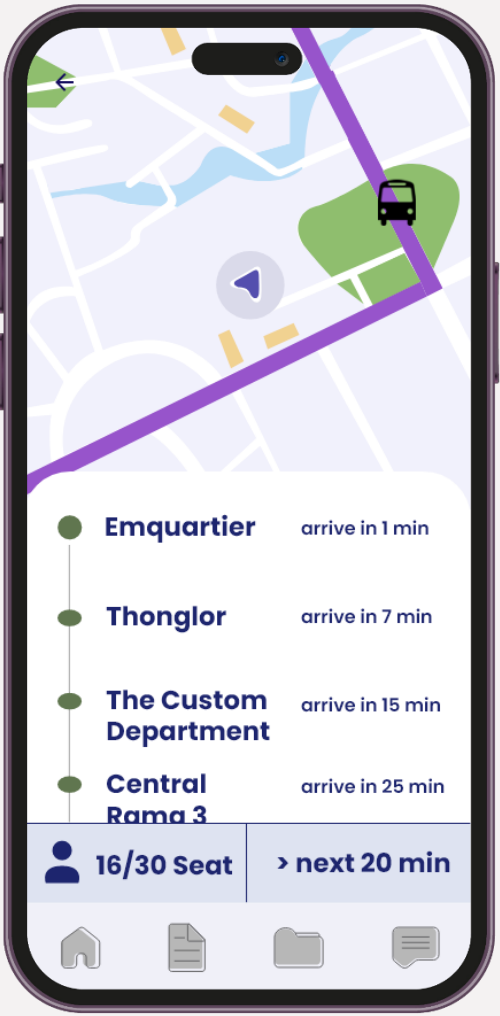
Best Path & Bus Stop



Route & Price



Number of available seats



# TARGET CUSTOMER



Student

13 - 22 years old

- Go to school
- Go to take picture: café, park, museum



Office worker

23 - 55 years old

- Want to save money
- Don't have driving license or car



Tourists / Foreigner

25 - 54 years old

- Travel in Thailand



Advertisers

- Companies and Fanclub
- Advertising Company, Company, Fanclub/Fanbase



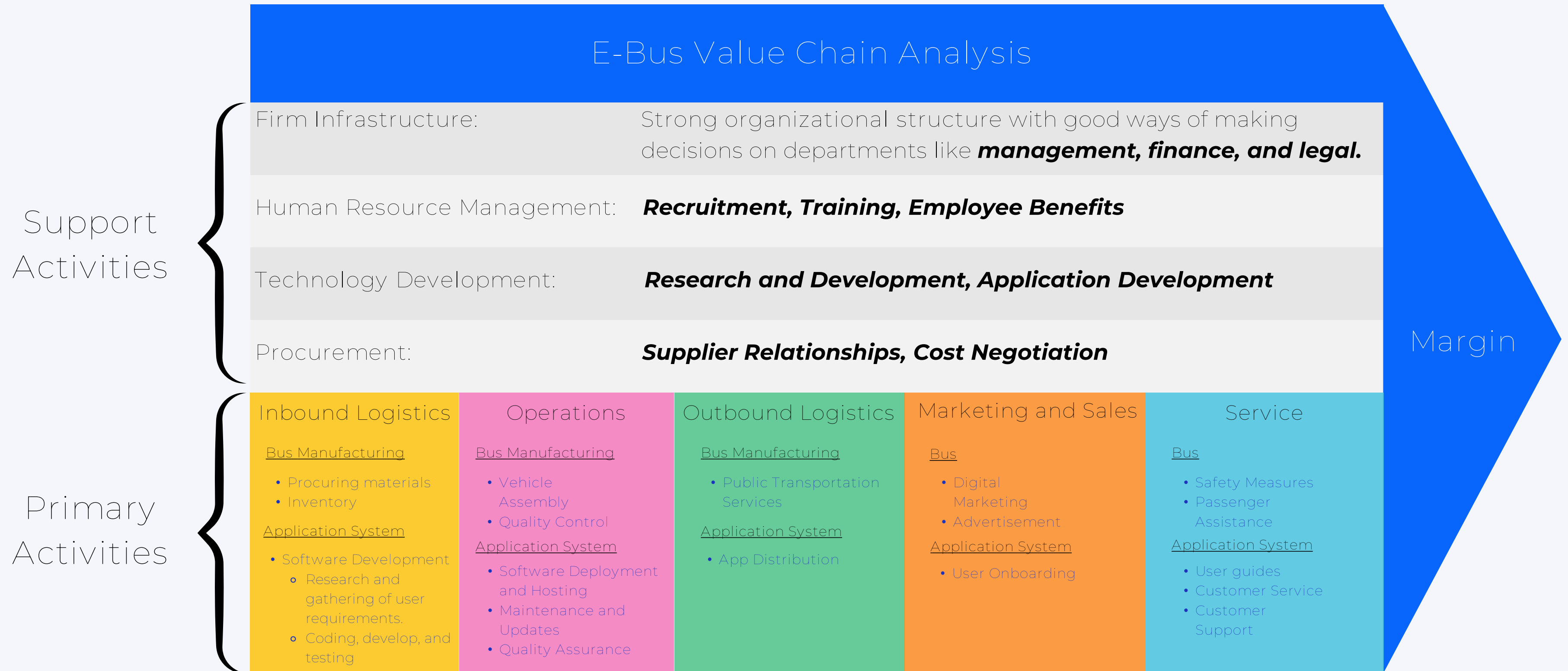


# OTHER CONSIDERATIONS

- PDPA (Personal Data Protection Act)
- Concessions
  - GPS
  - Route Allocation



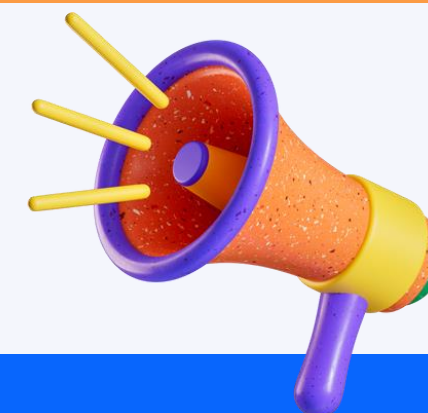
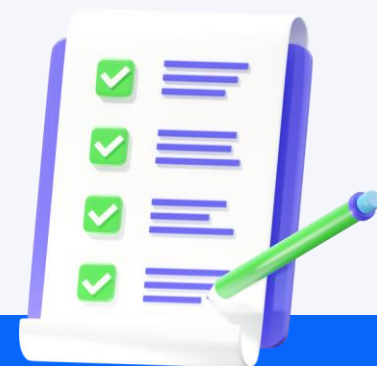
# Value Chain Diagram



# Value Chain

## Primary Activities

Inbound Logistics	Operations	Outbound Logistics	Marketing and Sales	Service
<u>Bus Manufacturing</u> <ul style="list-style-type: none"> <li>• Procuring materials</li> <li>• Inventory</li> </ul> <u>Application System</u> <ul style="list-style-type: none"> <li>• Software Development <ul style="list-style-type: none"> <li>◦ Research and gathering of user requirements.</li> <li>◦ Coding, develop, and testing</li> </ul> </li> </ul>	<u>Bus Manufacturing</u> <ul style="list-style-type: none"> <li>• Vehicle Assembly</li> <li>• Quality Control</li> </ul> <u>Application System</u> <ul style="list-style-type: none"> <li>• Software Deployment and Hosting</li> <li>• Maintenance and Updates</li> <li>• Quality Assurance</li> </ul>	<u>Bus Manufacturing</u> <ul style="list-style-type: none"> <li>• Public Transportation Services</li> </ul> <u>Application System</u> <ul style="list-style-type: none"> <li>• App Distribution</li> </ul>	<u>Bus Manufacturing</u> <ul style="list-style-type: none"> <li>• Digital Marketing</li> <li>• Advertisement</li> </ul> <u>Application System</u> <ul style="list-style-type: none"> <li>• User Onboarding</li> </ul>	<u>Bus Manufacturing</u> <ul style="list-style-type: none"> <li>• Safety Measures</li> <li>• Passenger Assistance</li> </ul> <u>Application System</u> <ul style="list-style-type: none"> <li>• User guides</li> <li>• Customer Service</li> <li>• Customer Support</li> </ul>



## Inbound Logistics

### Bus Manufacturing

- Procuring materials: selects materials from reputable partners to ensure the production of high-quality electric buses.
- Inventory

### Application System

- Software Development
  - Research and gathering of user requirements.
  - Coding, development, and testing

# Value Chain Primary Activities



## Operations

### Bus Manufacturing

- Vehicle Assembly: This process includes assembling buses, which involves welding parts, assembling the chassis, and installing the engine.
- Quality Control: Quality checks and testing are performed on buses to ensure they meet established standards.

### Application System

- Software Deployment and Hosting
- Maintenance and Updates
- Quality Assurance: Detecting mistakes, errors, or missed requirements in an application.

# Value Chain Primary Activities







## Outbound Logistics

### Bus Manufacturing

- Public Transportation Services: provides public bus transportation services to passengers in various regions of Thailand.

### Application System

- Application Distribution
  - Our applications are made accessible to customers through download options available on App Stores, Play Store, and others

# Value Chain Primary Activities



# Value Chain

## Primary Activities

### Marketing and Sales

#### Bus Manufacturing

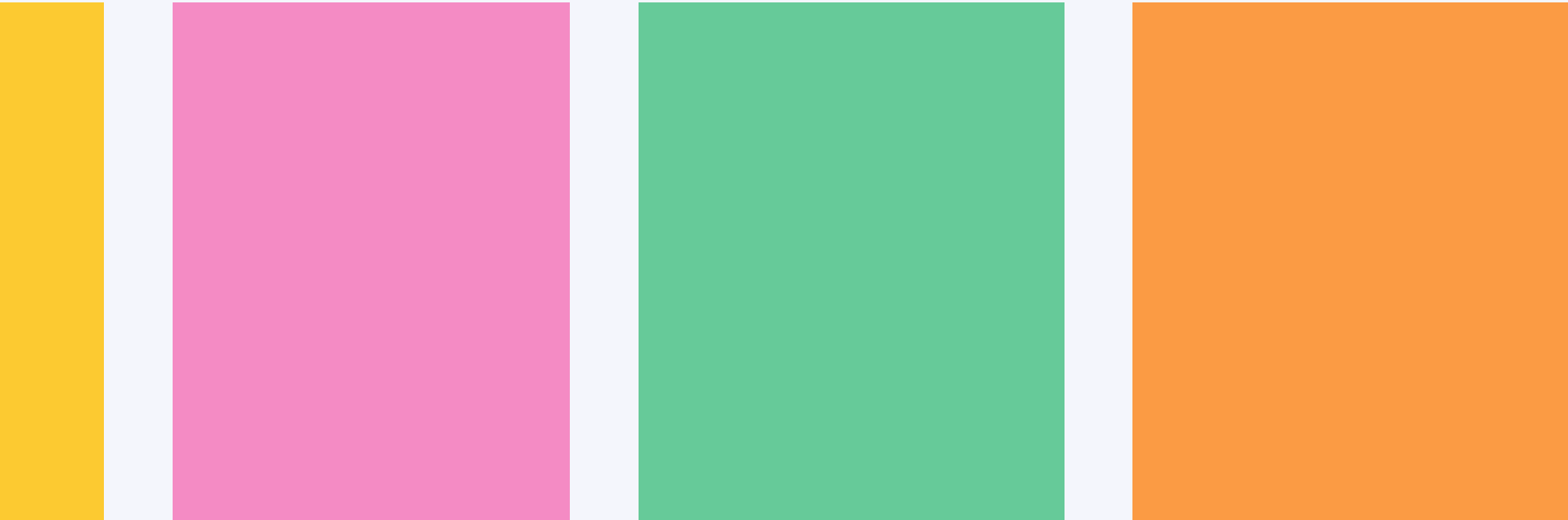
- Digital Marketing: These efforts help us reach a broader audience and generate interest in our services.
- Advertisement: We utilize video advertisements displayed on LED screens and create awareness about our offerings.

#### Application System

- User Onboarding: We streamline the onboarding process for users, making it simple for them to register and start using our application.

# Value Chain

## Primary Activities



### Service

#### Bus Manufacturing

- Safety Measures
- Passenger Assistance

#### Application System

- User guides
- Customer Service
- Customer Support

# Value Chain | Support Activities

## Firm Infrastructure

Strong organizational structure with good ways of making decisions on departments like management, finance, and legals.



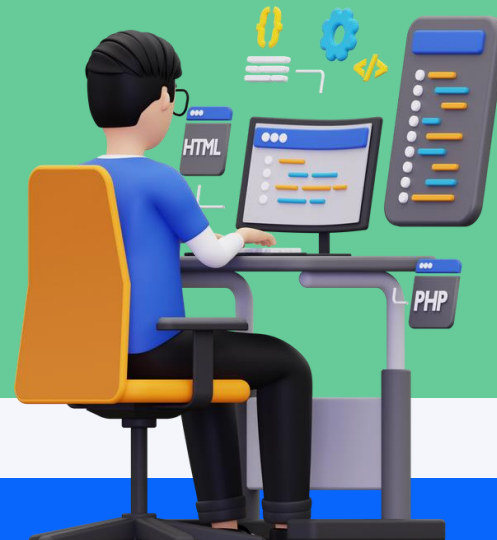
## Human Resource Management

Recruitment, Training, Employee Benefits



## Technology Development

Research and Development, Application Development



## Procurement

Supplier Relationships, Cost Negotiation



# Interactions Involved in a Business Process

**Bus  
Manufacturing**



**Application  
System**



**Customer**



# Interactions Involved in a Business Process

## Bus Manufacturing

- **Inbound logistics:** Procure materials
- **Operations:** Assemble buses, conduct quality control.
- **Outbound logistics:** Deliver buses to customers.



## Application System

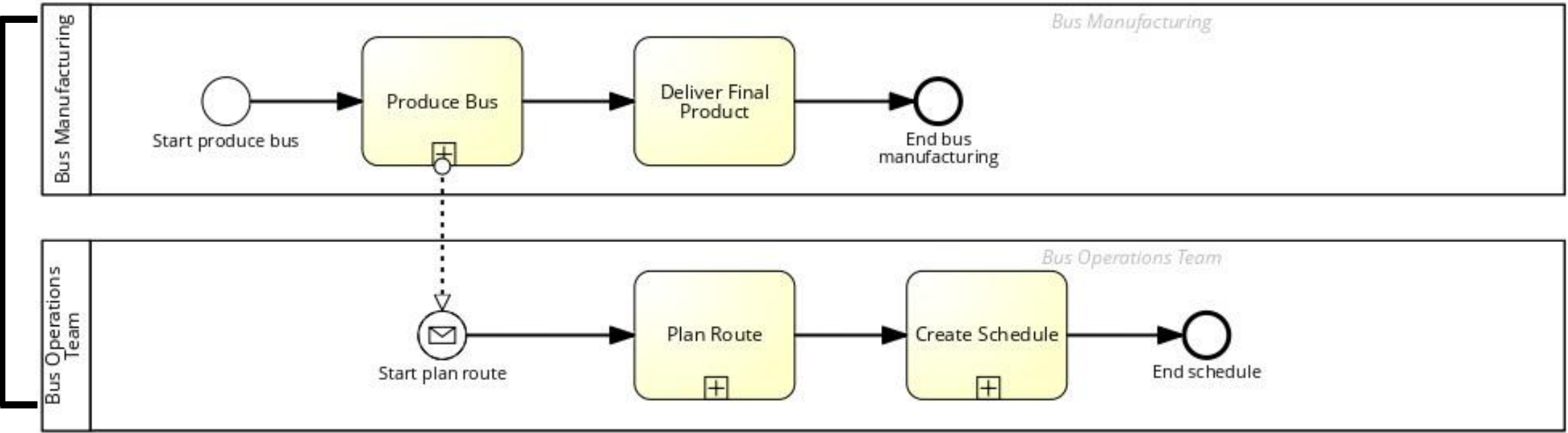
- **Inbound logistics:** Develop software and perform quality assurance.
- **Operations:** Deploy and host applications
- **Outbound logistics:** Application distribution



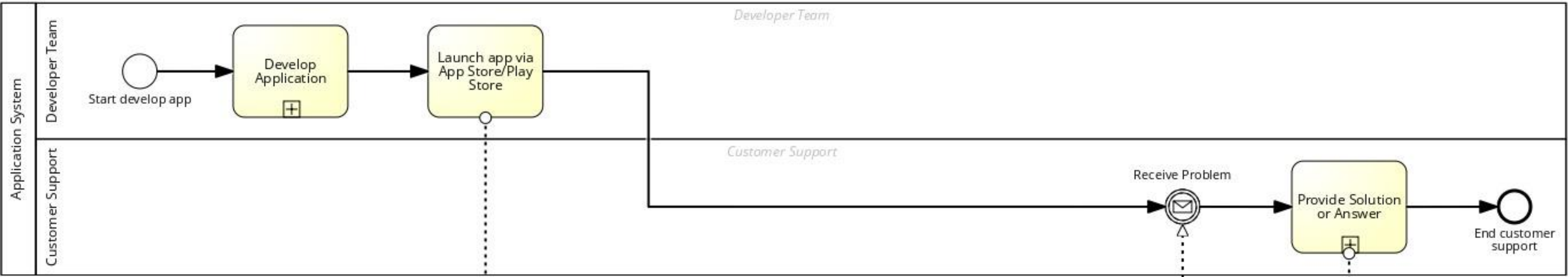
**Customer**

# Over All Level 1

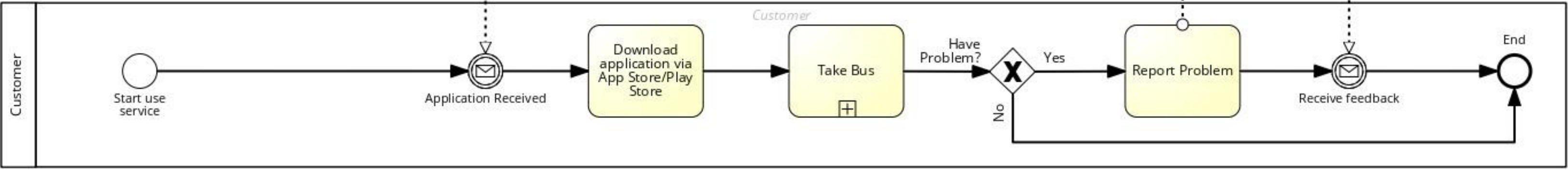
Bus



Application System



Customer



# Bus

Bus Manufacturing

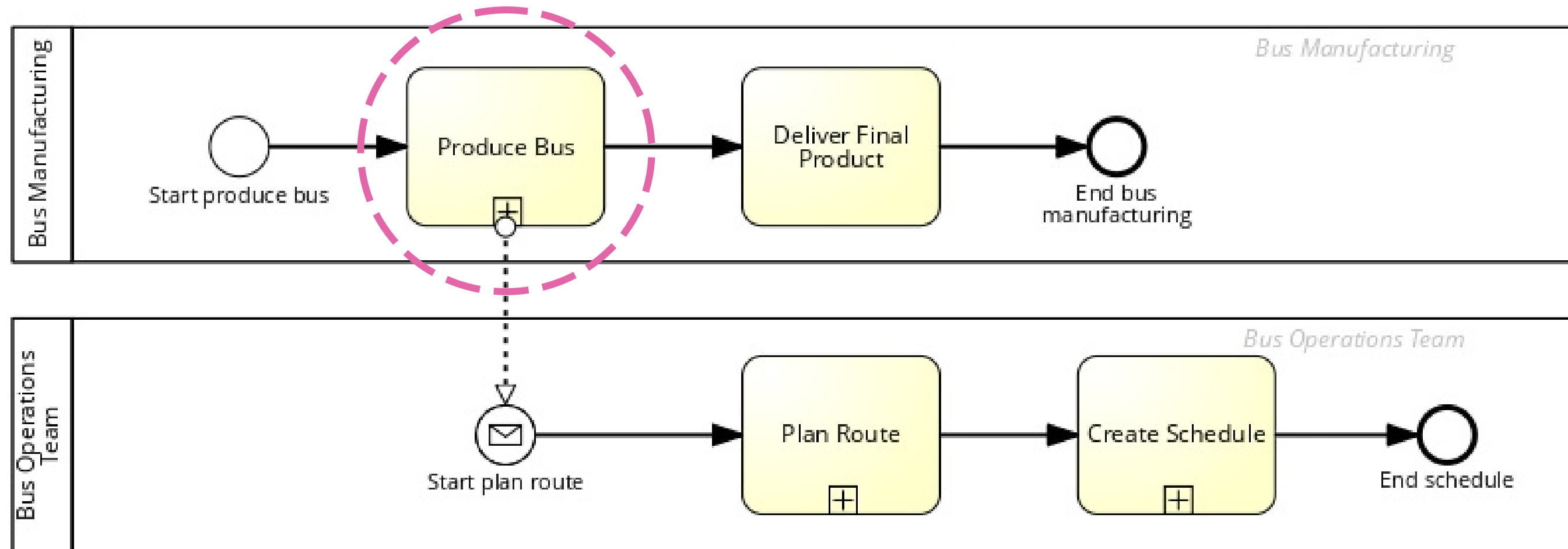
Bus Operation Team



Produce Bus



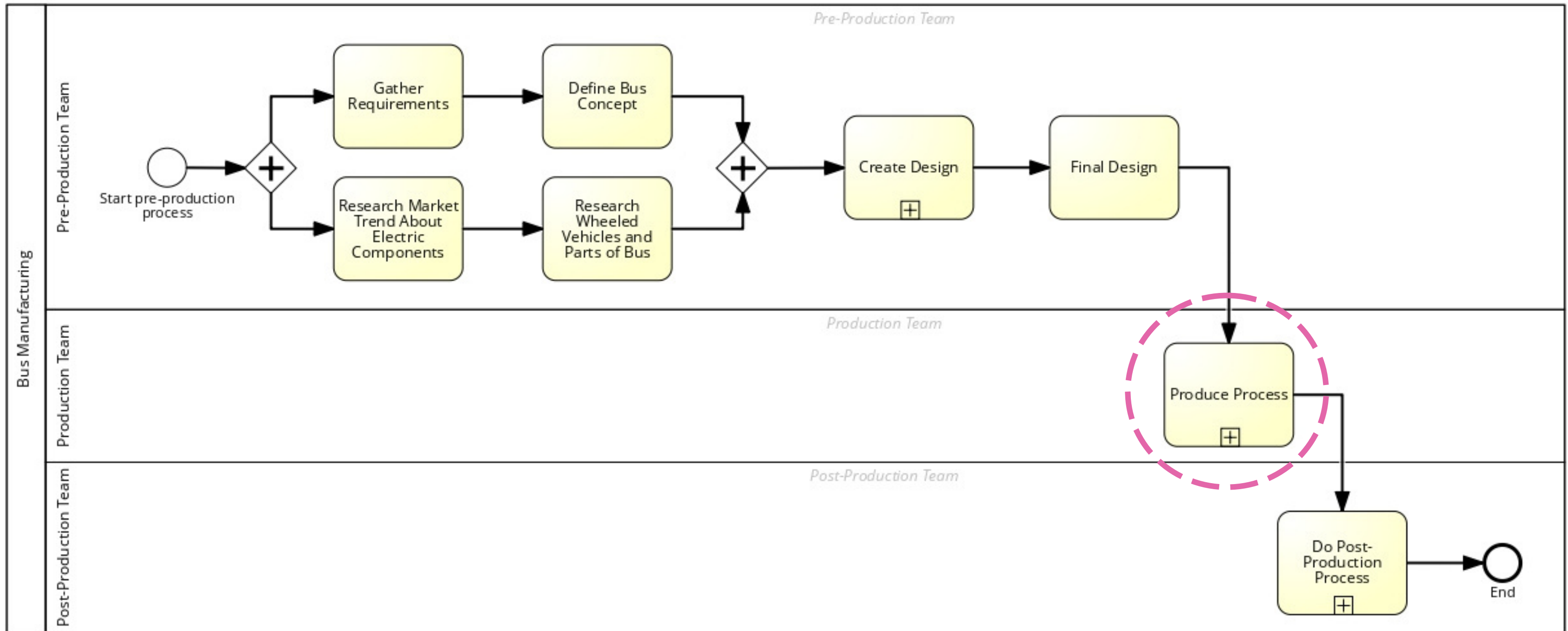
Deliver Final Product



# Bus Manufacturing

- Produce Bus (level2)

## ***Produce Bus***

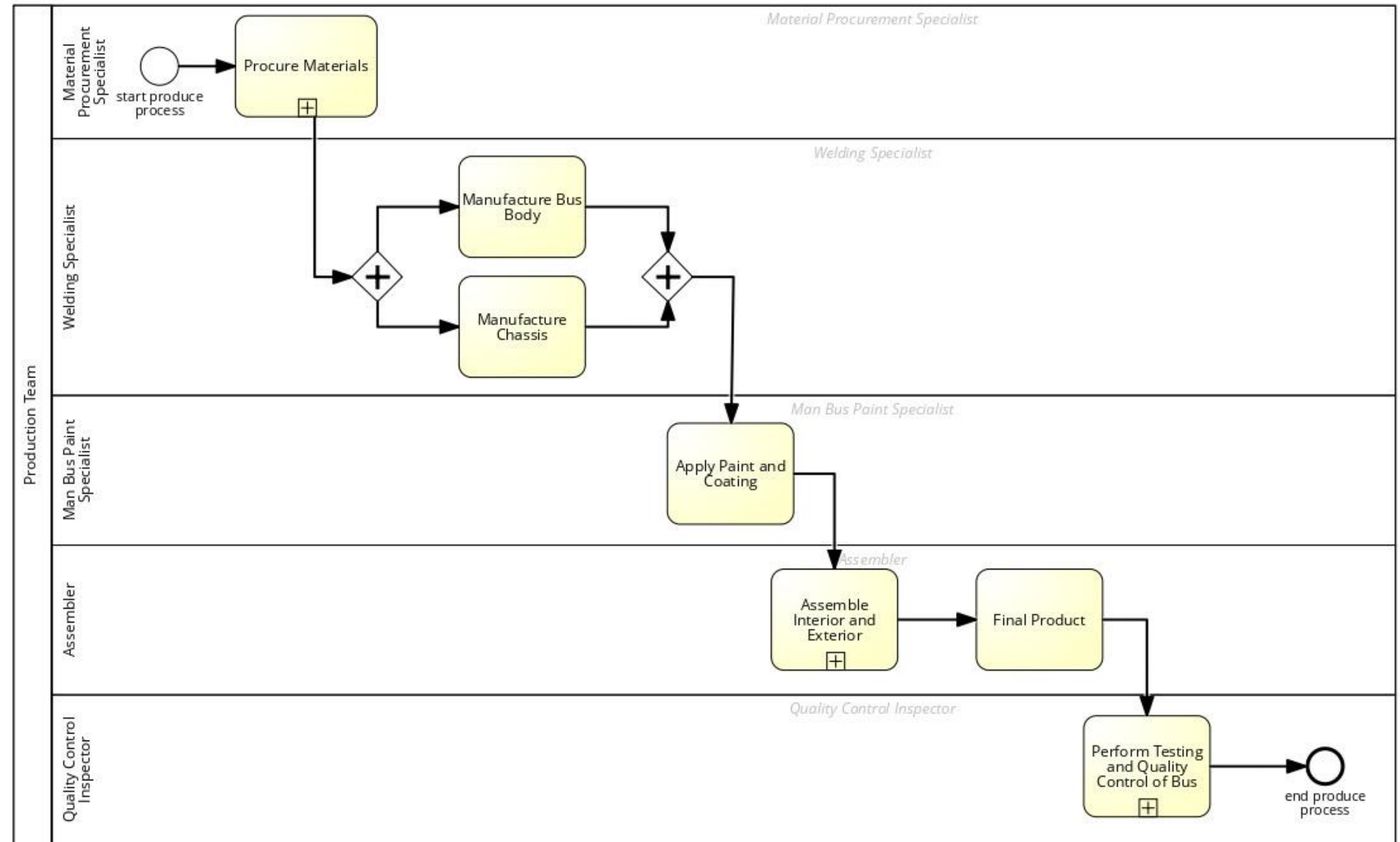


# Bus Manufacturing

- Produce Bus (level2)
  - Produce Process (level3)

## Produce Process

- ✓ Procure Materials
- ✓ Assemble Buses
- ✓ Conduct quality control.

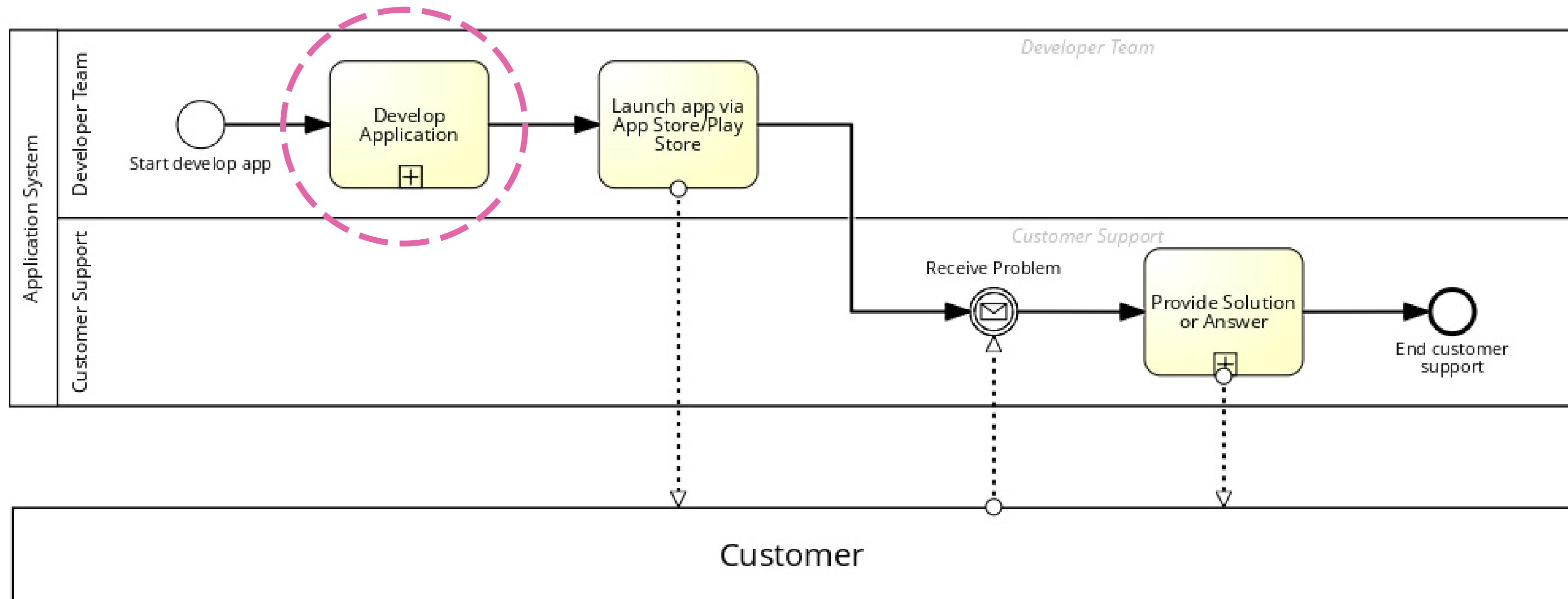




2

# Application System

- ✓ Develop Application
- ✓ Deploy Applications
- ✓ Maintain communication



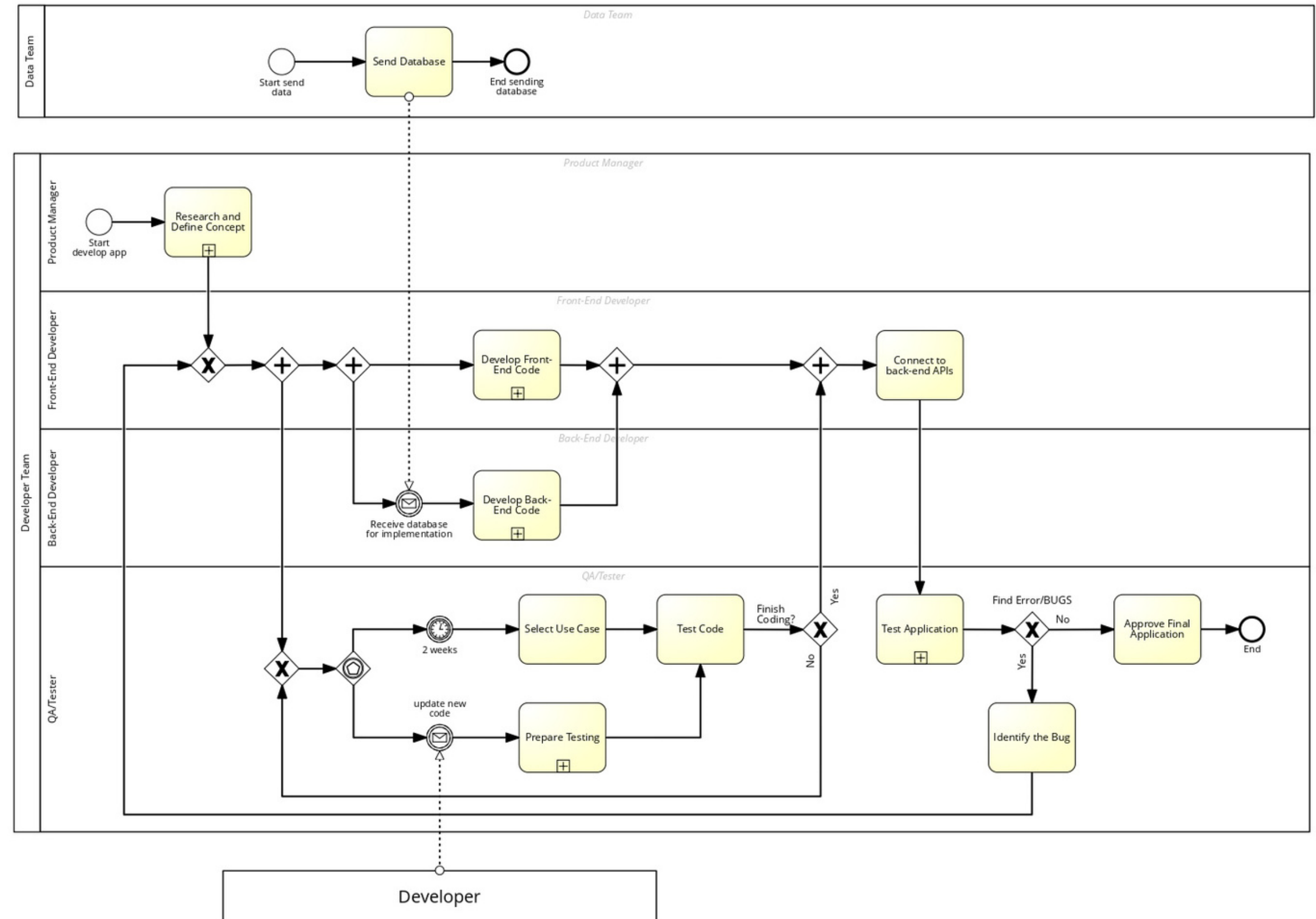
# Application System

- Develop Application  
(level2)



Perform Quality Assurance (QA) and Testing

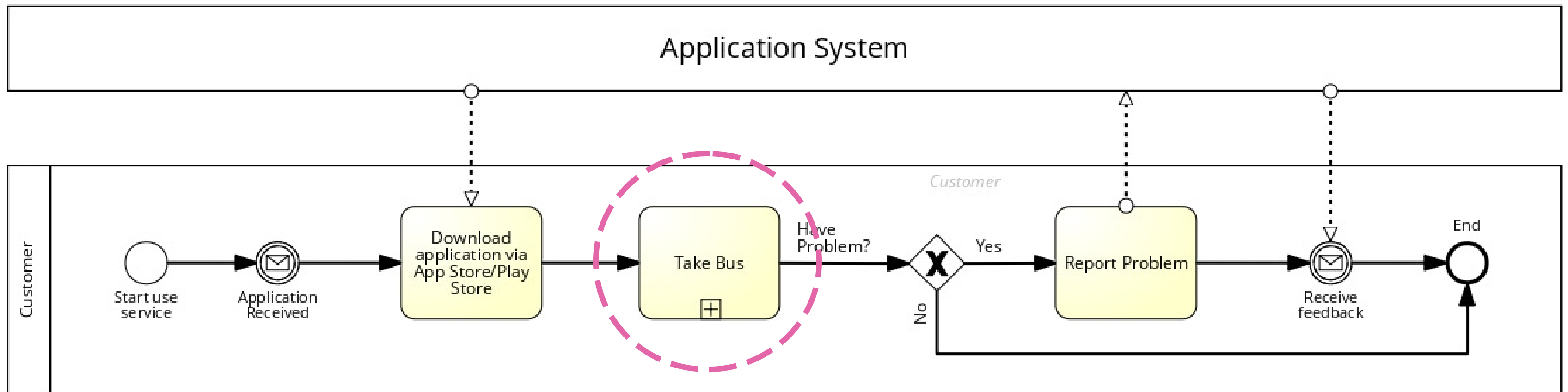
## Develop Application



3

# Customer

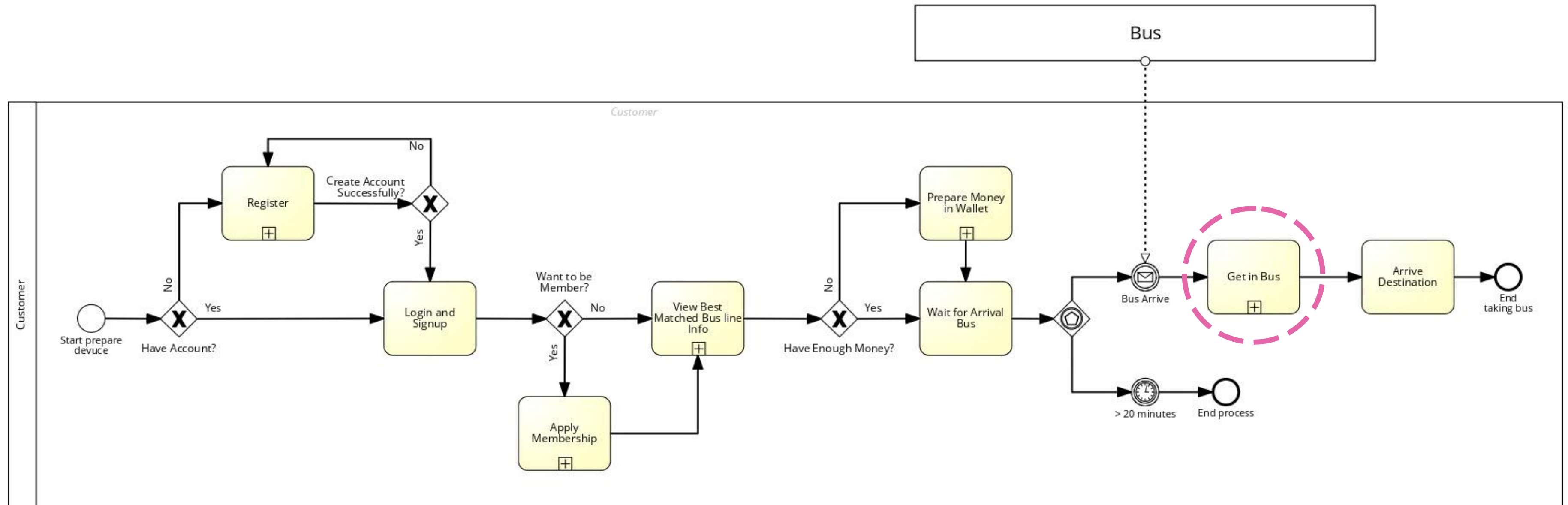
- ✓ Use Services
- ✓ Give feedback



# Customer

- Take Bus (level2)

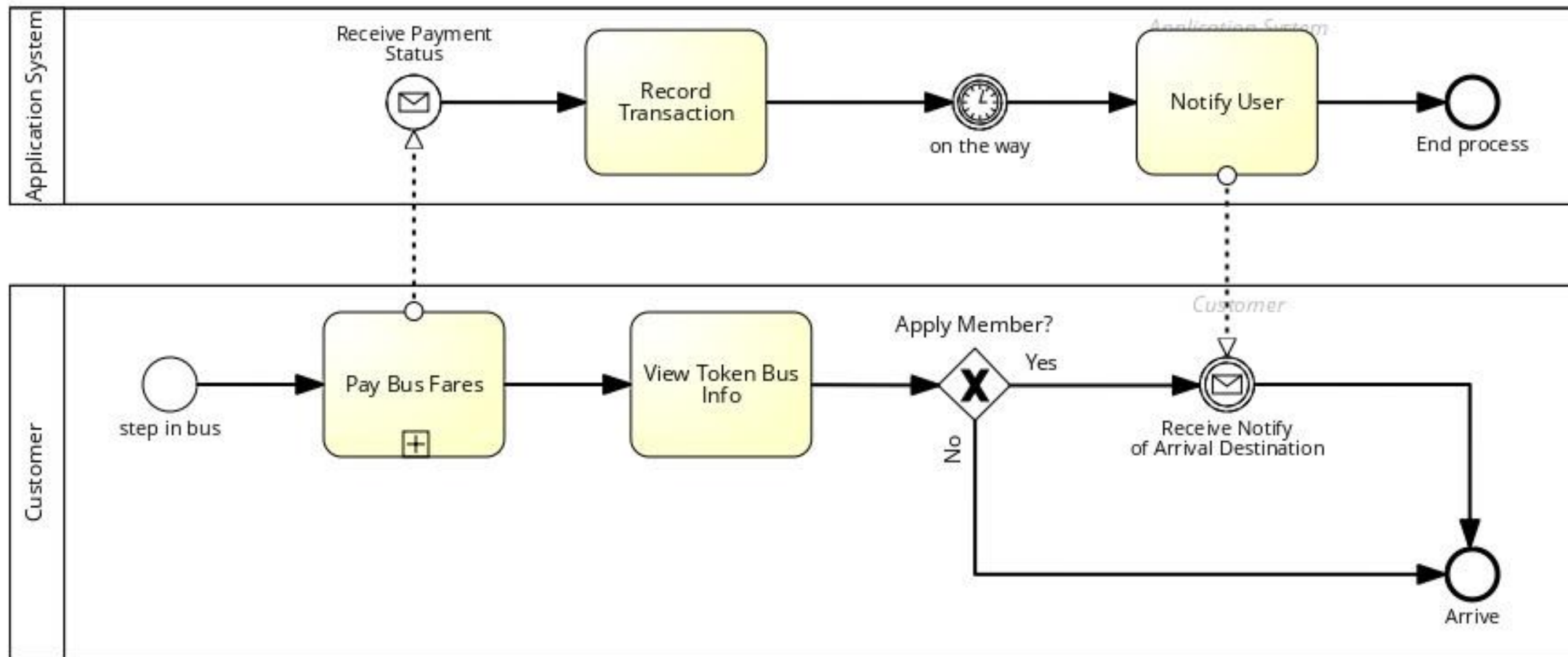
## Take Bus



# Customer

- Take Bus (level2)
  - Get in Bus (level3)

## ***Get in Bus***







## Core Module



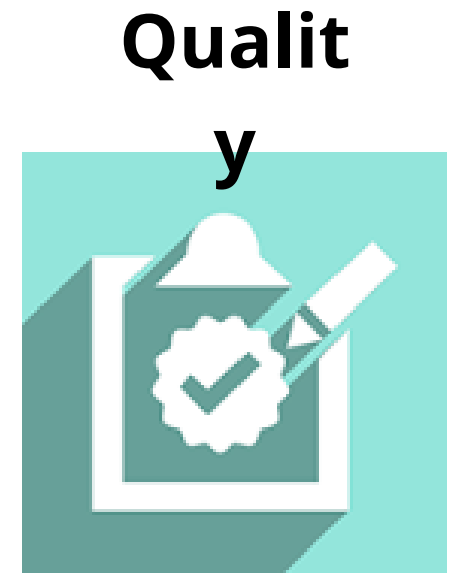
### Manufacturing:

- Streamlines electric bus assembly lifecycle
- Facilitates work center scheduling and bill of materials management



### Inventory:

- Manages materials, components, and spare parts
- Maintains optimal inventory levels



### Quality



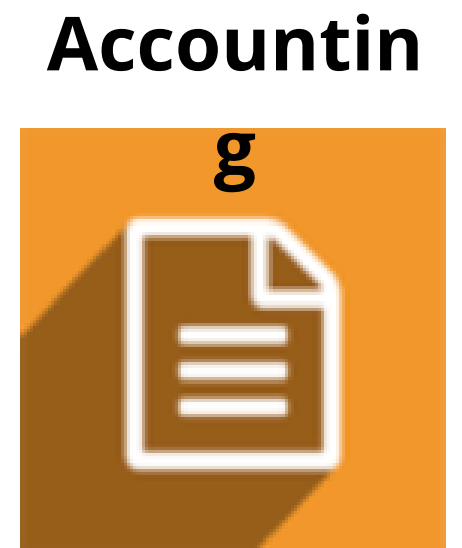
### Purchase:

- Facilitates procurement of materials and components
- Manages purchase orders and invoicing
- Controls costs and ensures competitive pricing

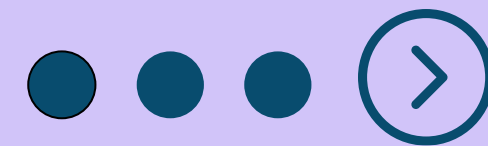


### Invoicing:

- Manages financial transactions related to material acquisition
- Records financial particulars of transactions with vendors



### Accounting



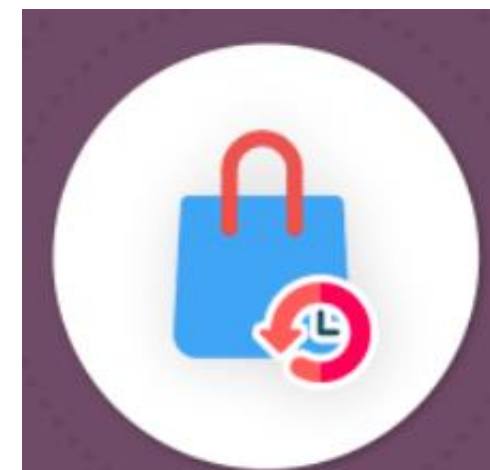
## Plugin

» Developed by **Cybrosys Techno Solutions**



### Merge RFQ:

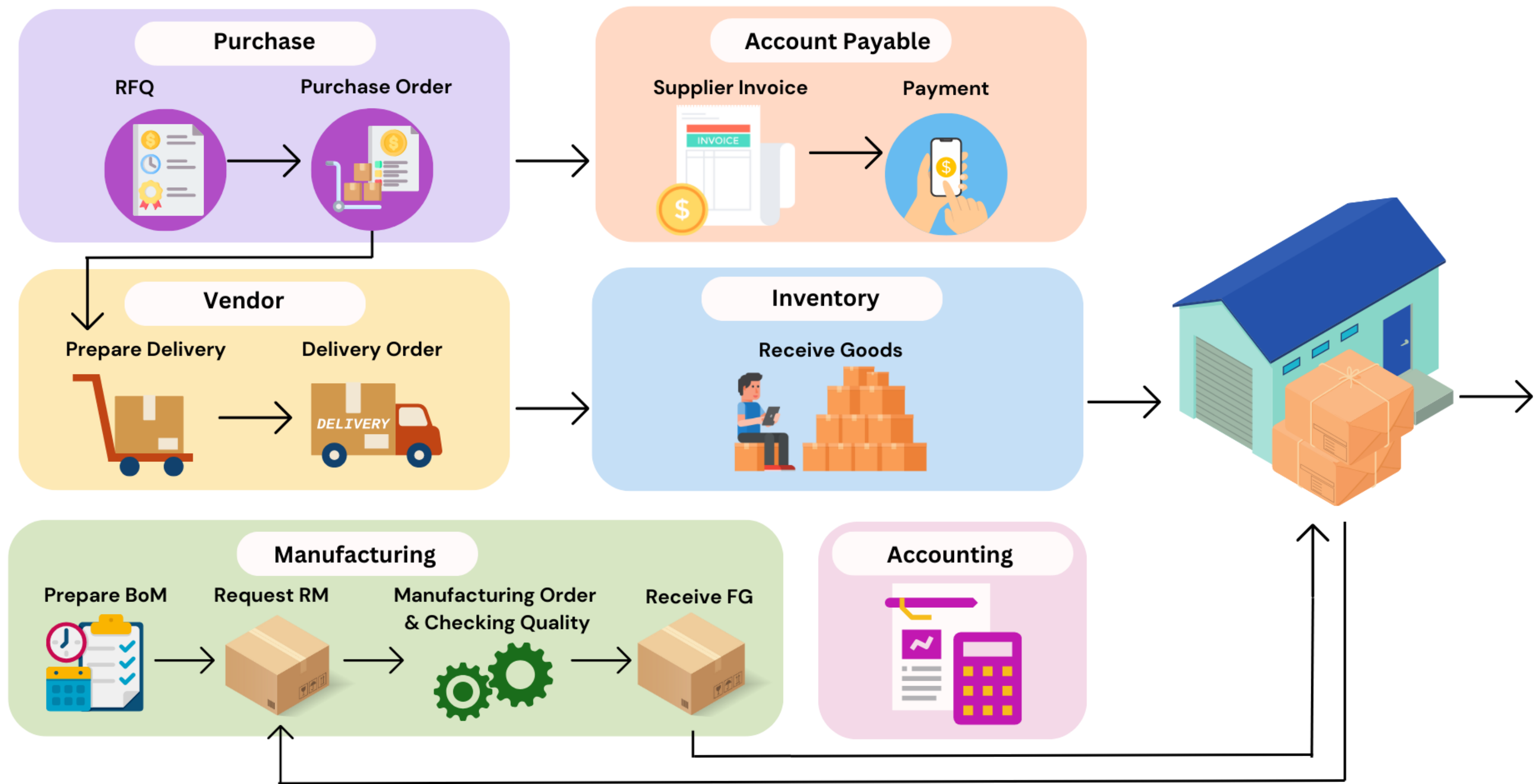
- Optimizes consolidation of RFQ purchase orders
- Improves efficiency and effectiveness of procurement processes
- Features options for order cancellation, deletion, and merging



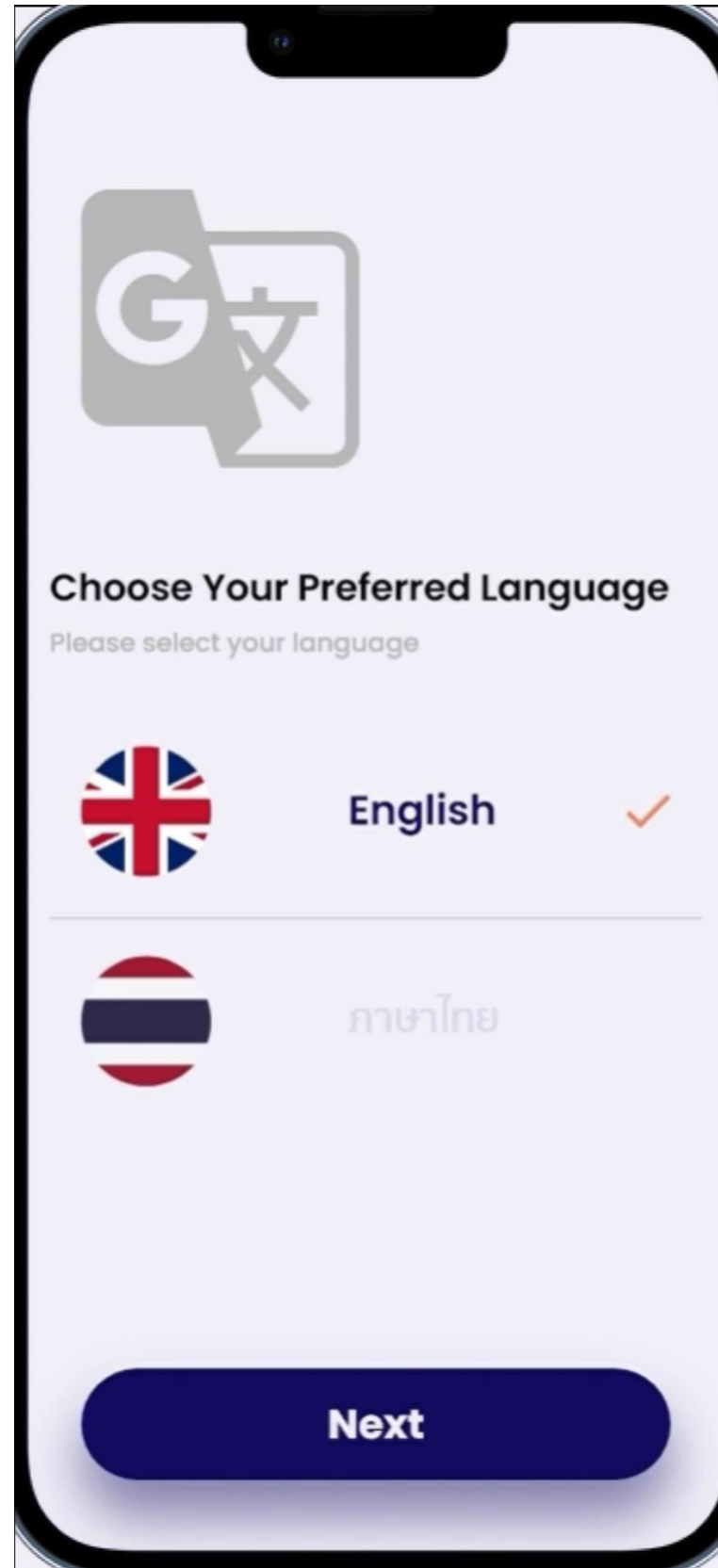
### Purchase History of Products:

- Centralized perspective on product and purchase history
- Retrieves comprehensive data on past purchases (quantities, prices, suppliers)

# Odoo



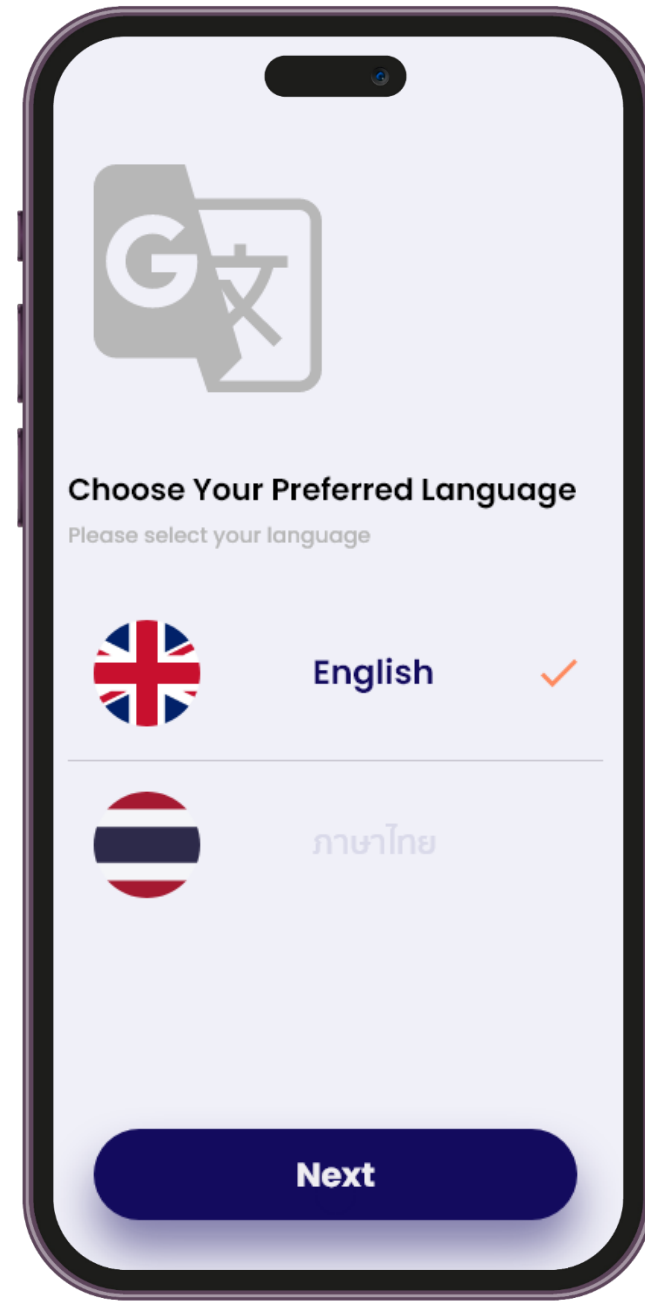
# Application



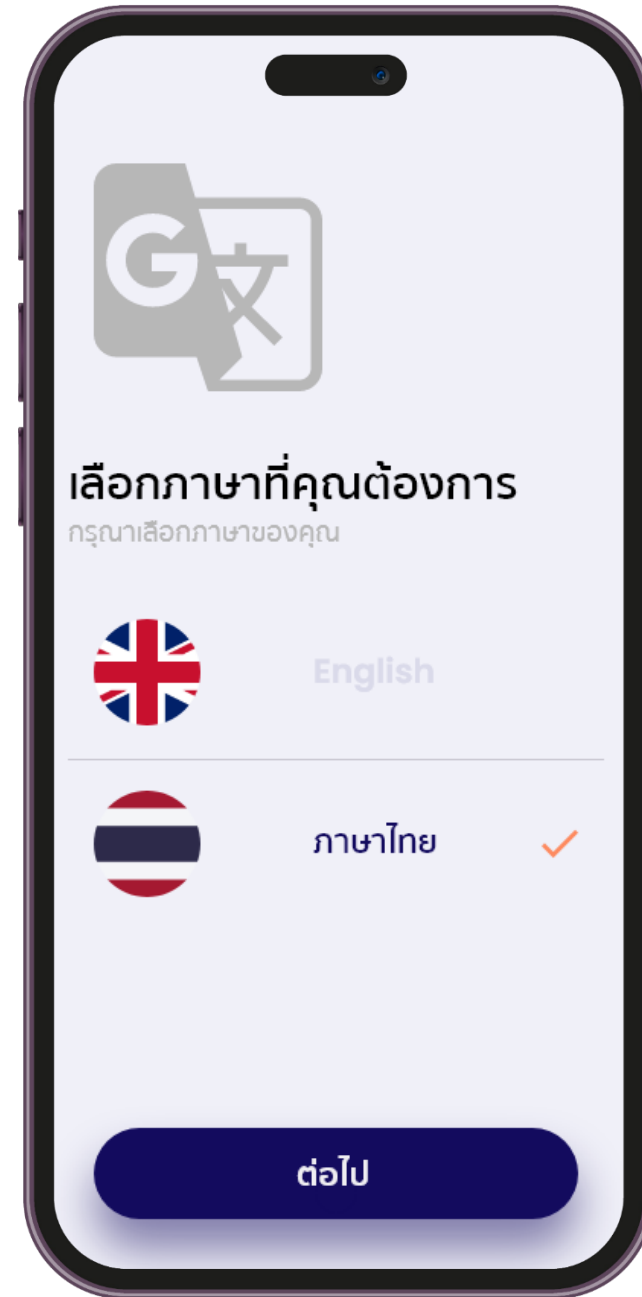
# Start page



[Figure 1]



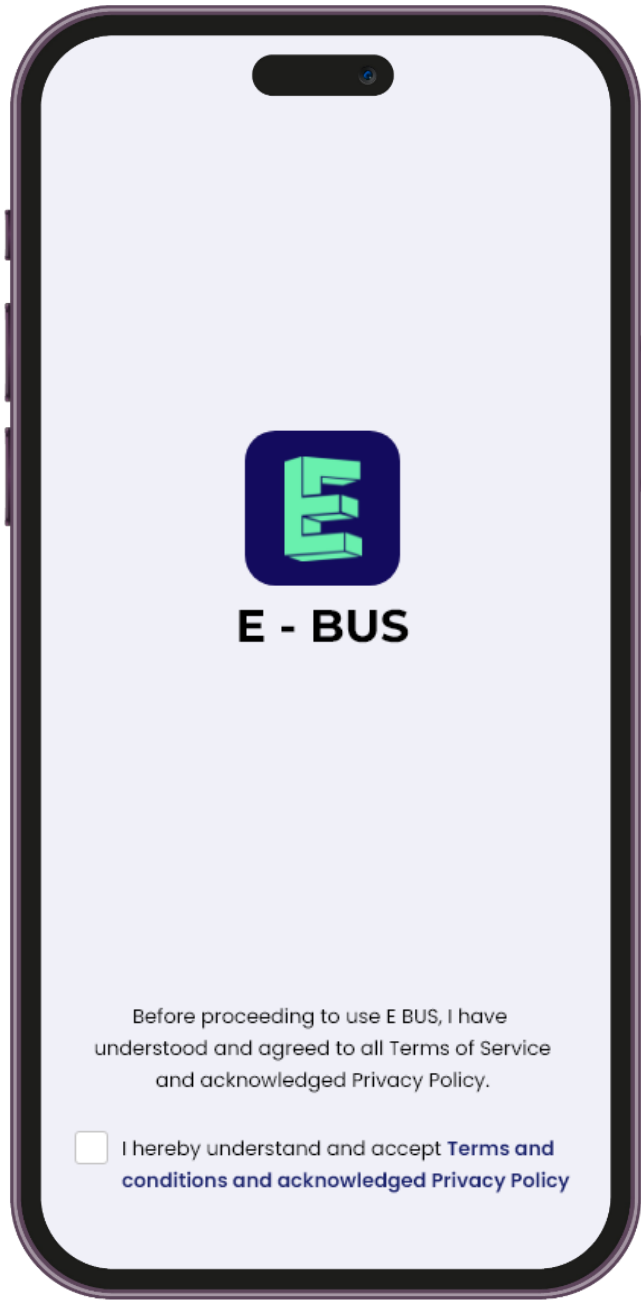
[Figure 2]



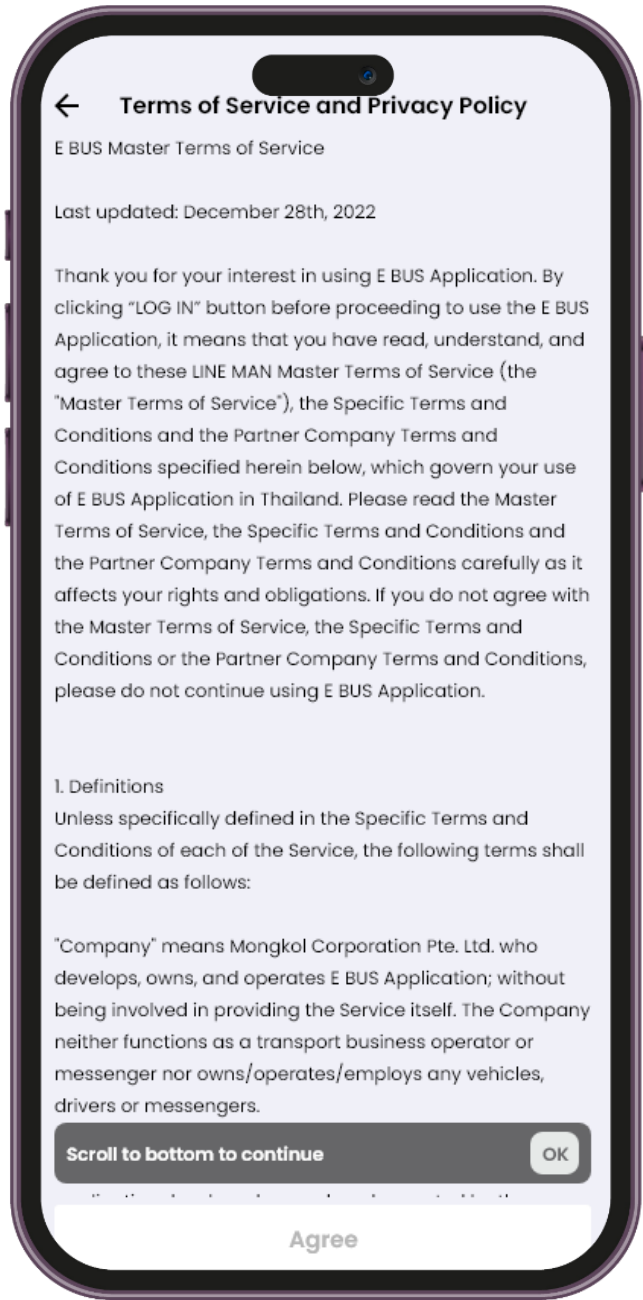
[Figure 3]

Once the user opens the E-BUS mobile application, it will bring the user to select language to use first [figure 1] and [figure 2].

# Terms of Service and Privacy Policy



[Figure 4]

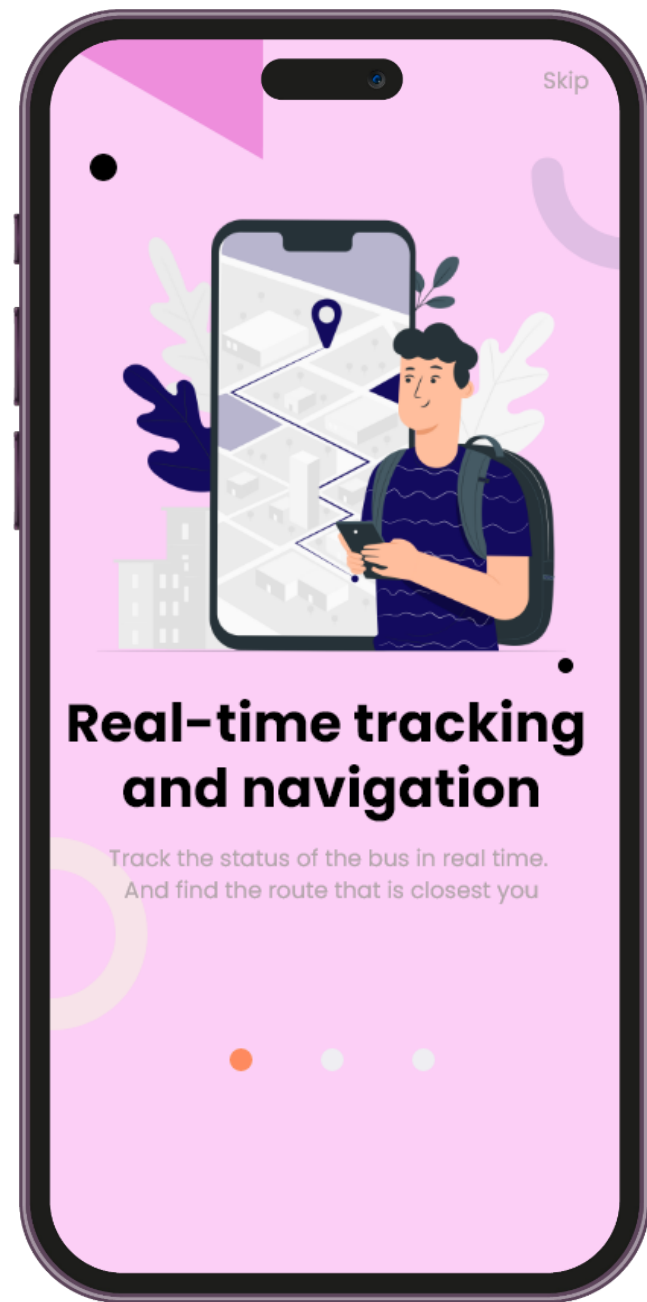


[Figure 5]

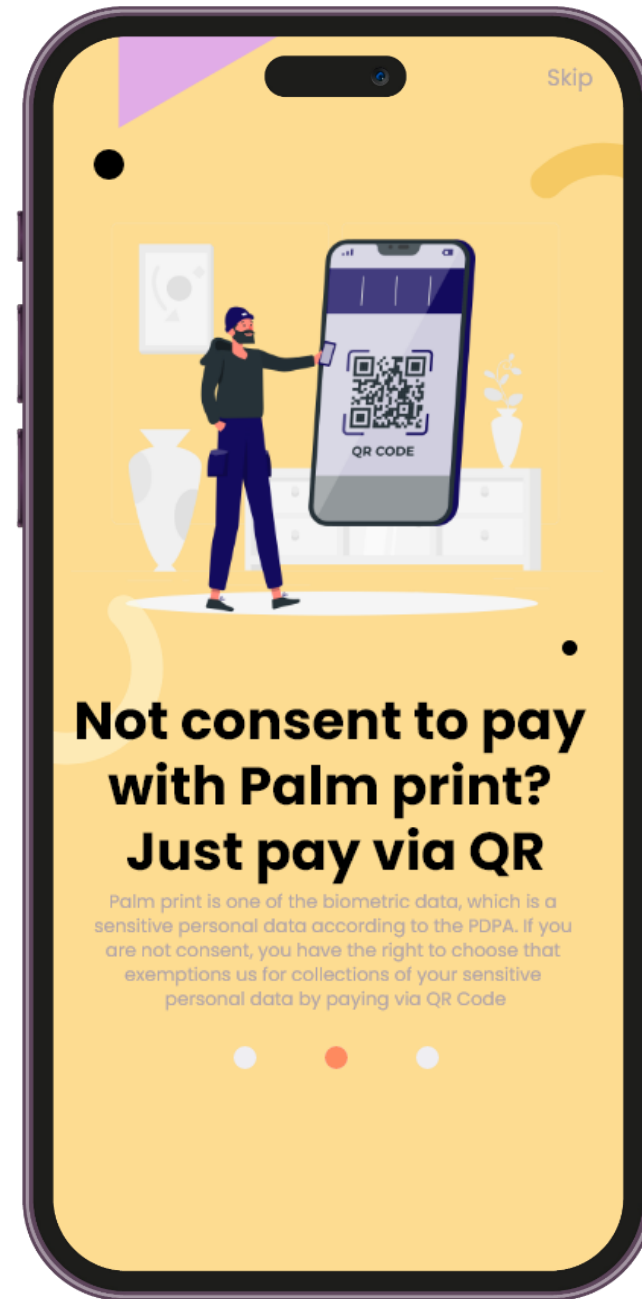
After that, user will then be taken to the page Terms of Service and Privacy Policy [figure 4] and [figure 5].



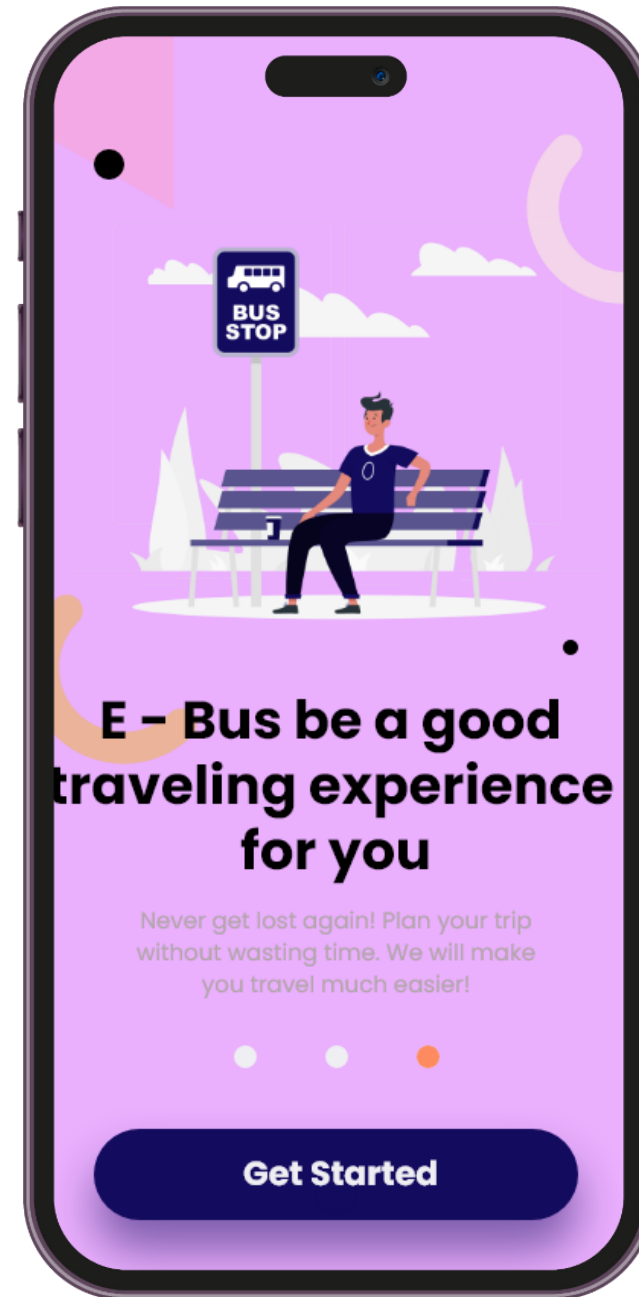
# User onboarding UX



[Figure 6]



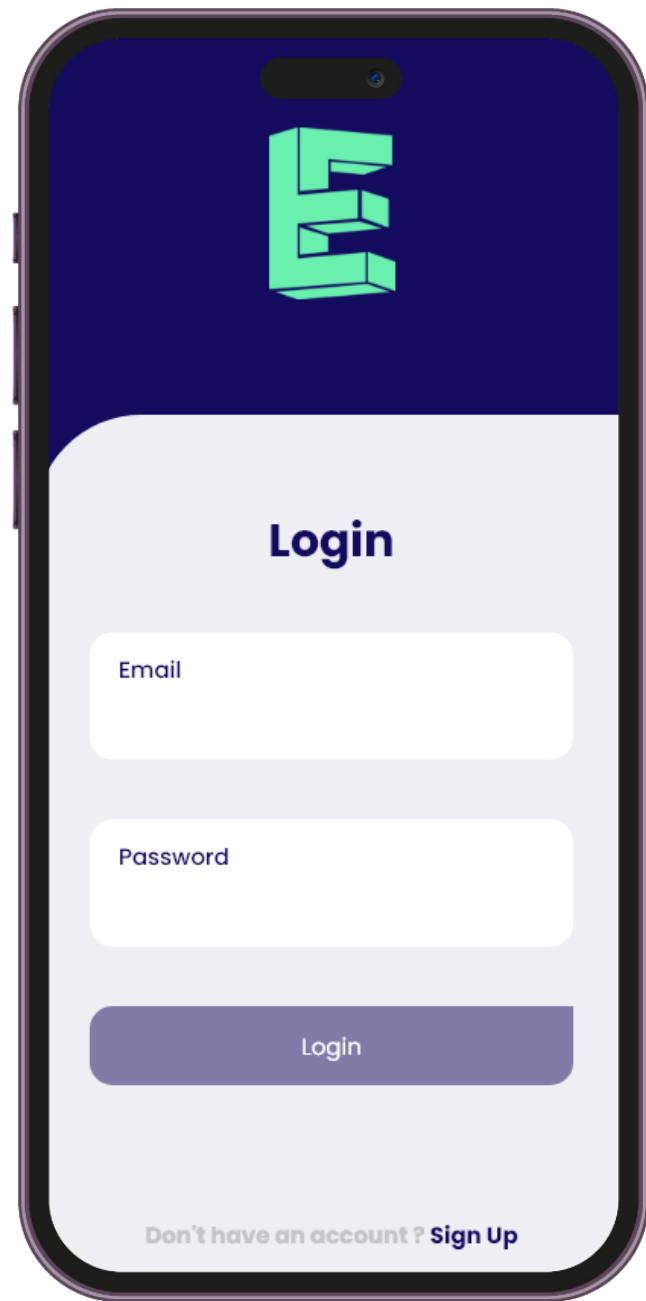
[Figure 7]



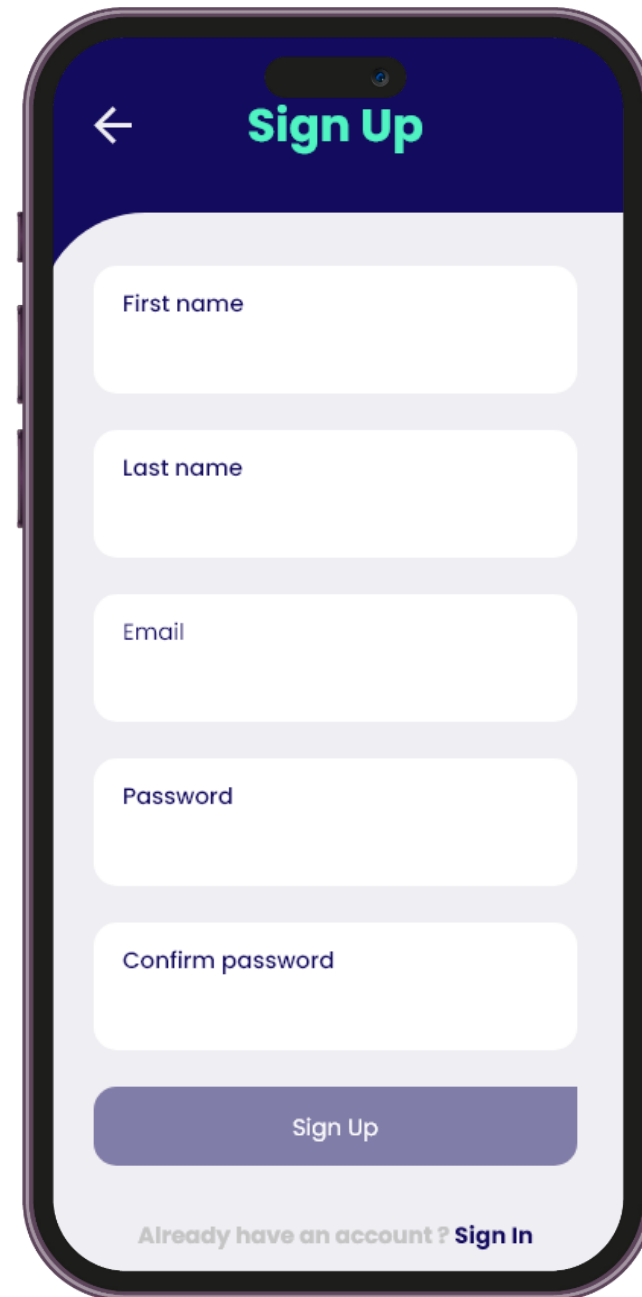
[Figure 8]

When the user accepts the terms of use. User will be taken to the 'user onboarding UX' page [figure 6, 7, 8], which is the in-app experience of new users when they sign up to test or use our product.

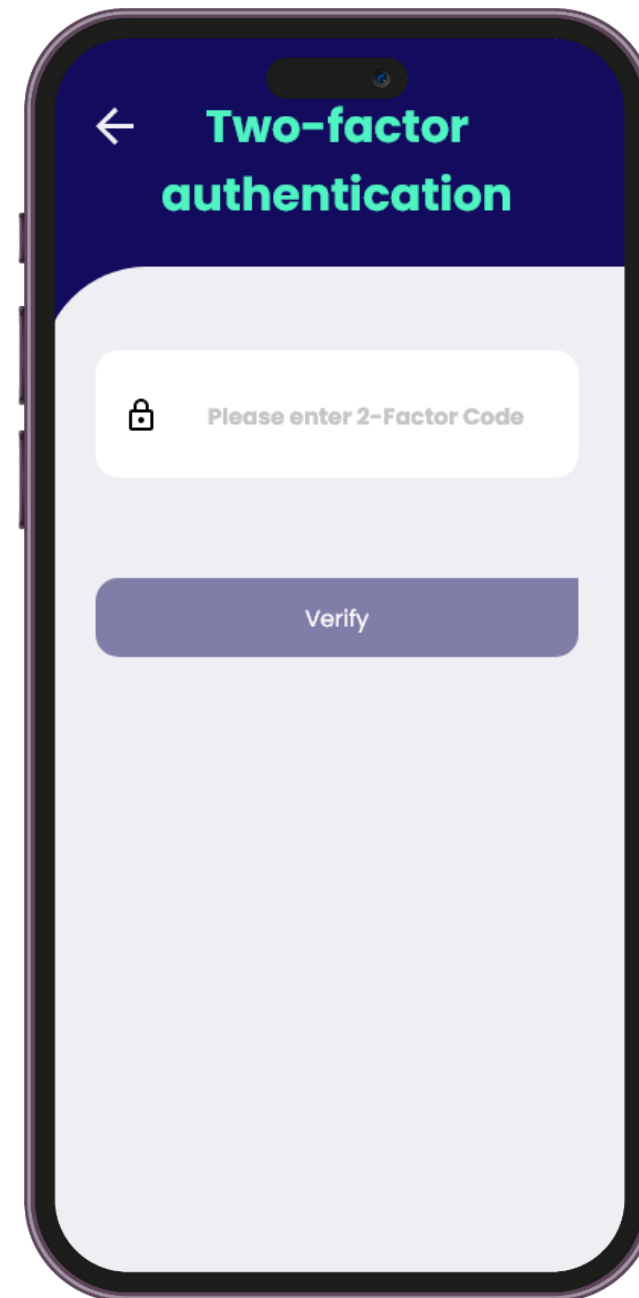
# Login and Signup [1]



[Figure 9]



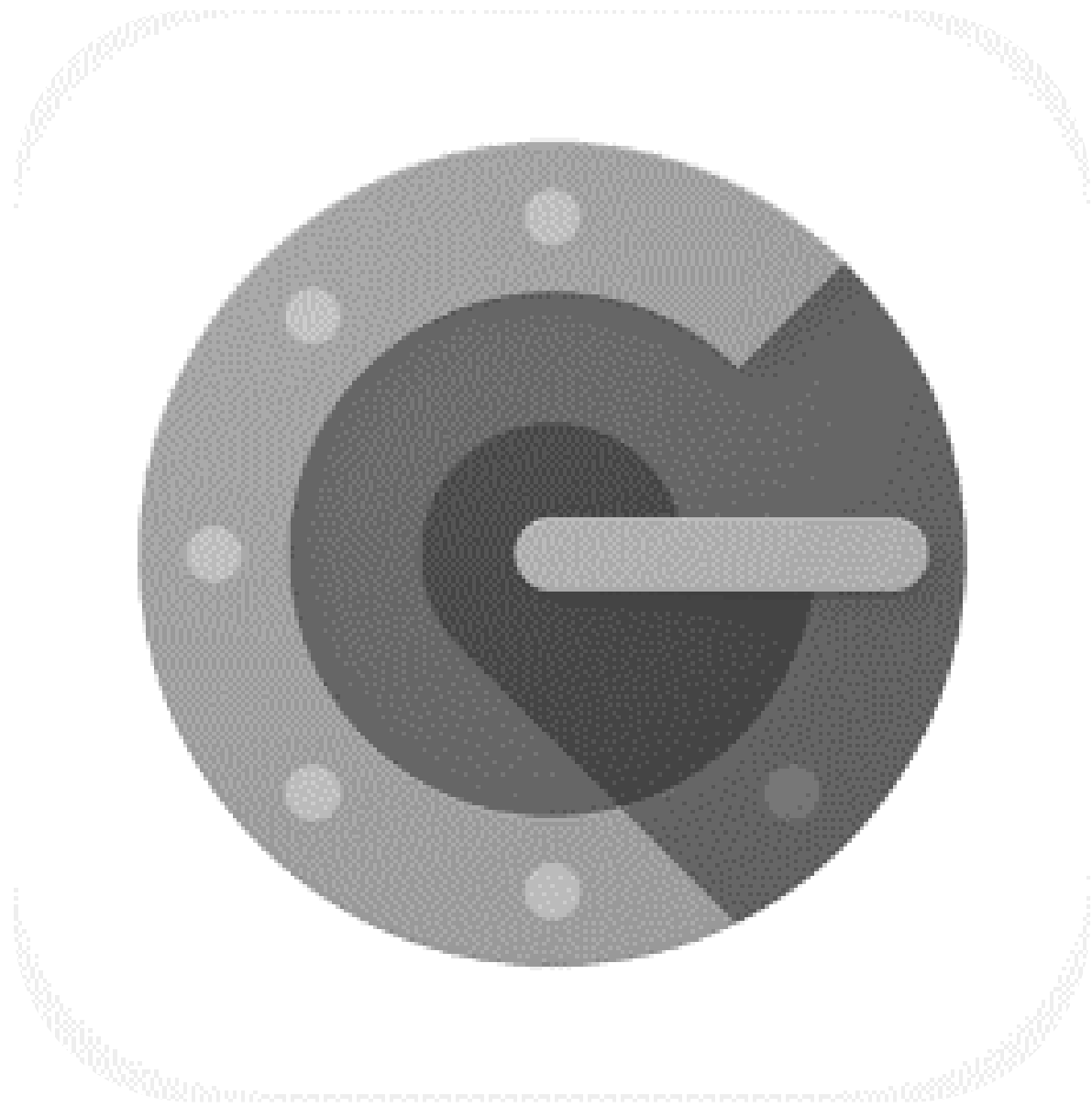
[Figure 10]



[Figure 11]

Enter the login page. In addition to the email address and password, the user will be prompted to enter an additional Two-factor authentication (2FA) for added security for the user [figure 11].

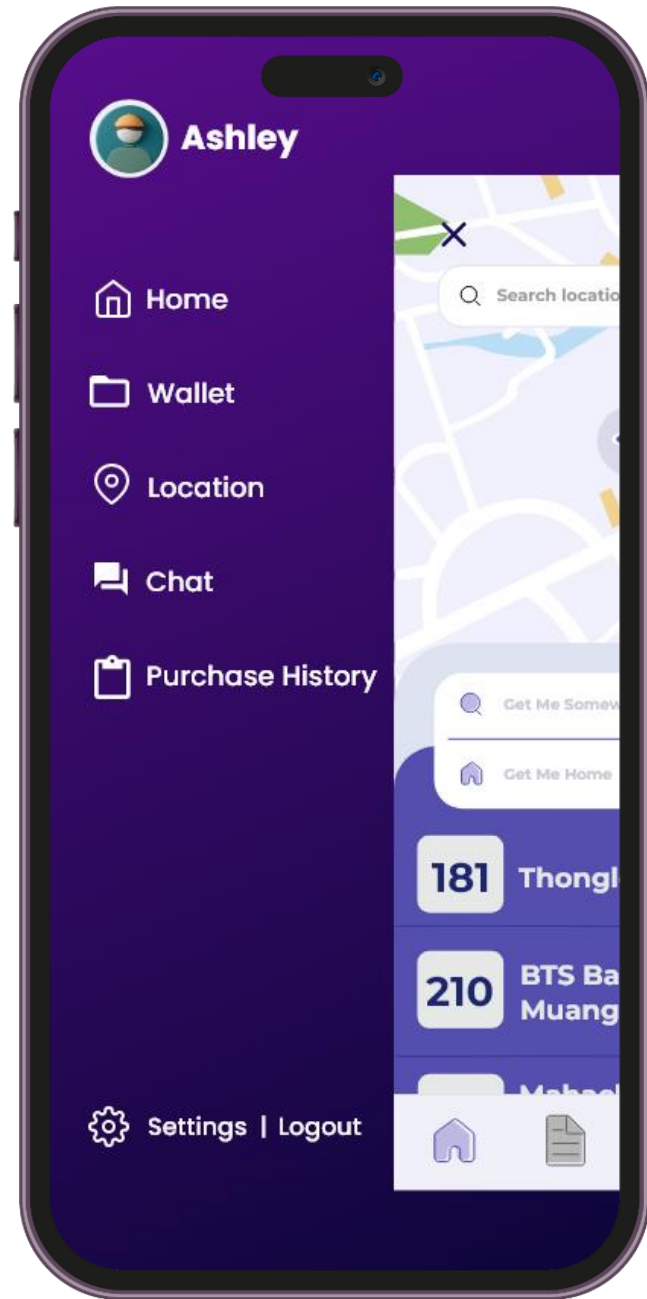
# Login and Signup [2]



This means that on the user's mobile phone, the 'Google Authenticator' [figure 12] app must be installed as well.

[Figure 12]

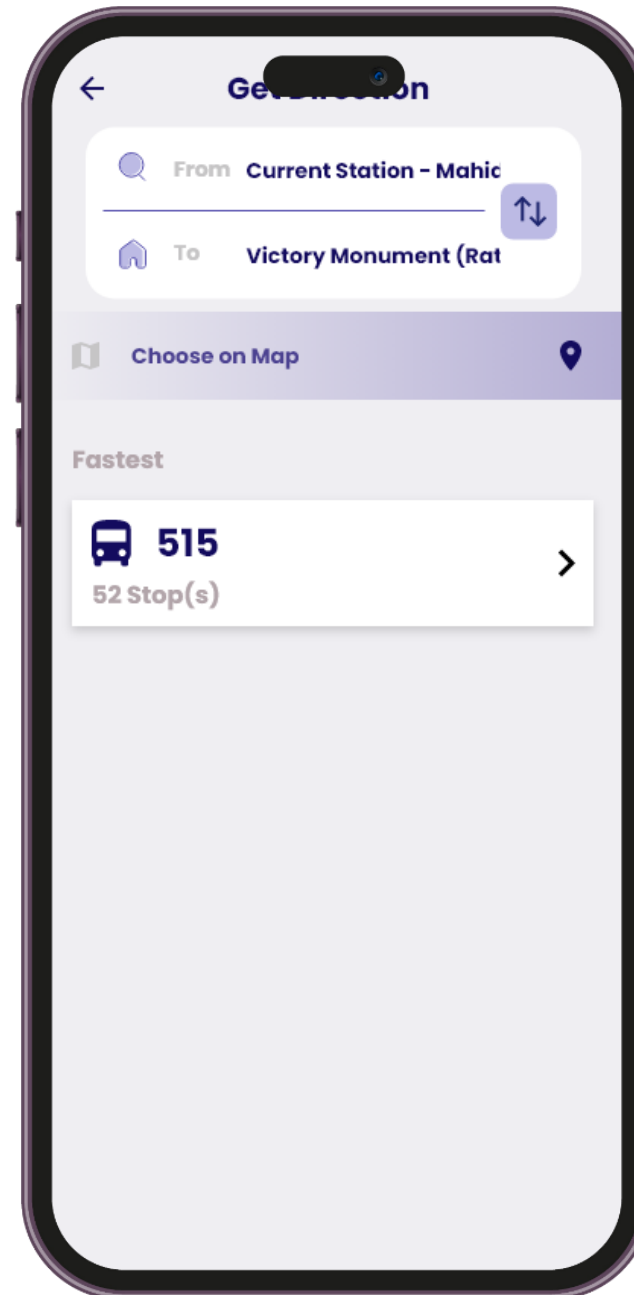
# Menu bar and Home page



[Figure 13]



[Figure 14]

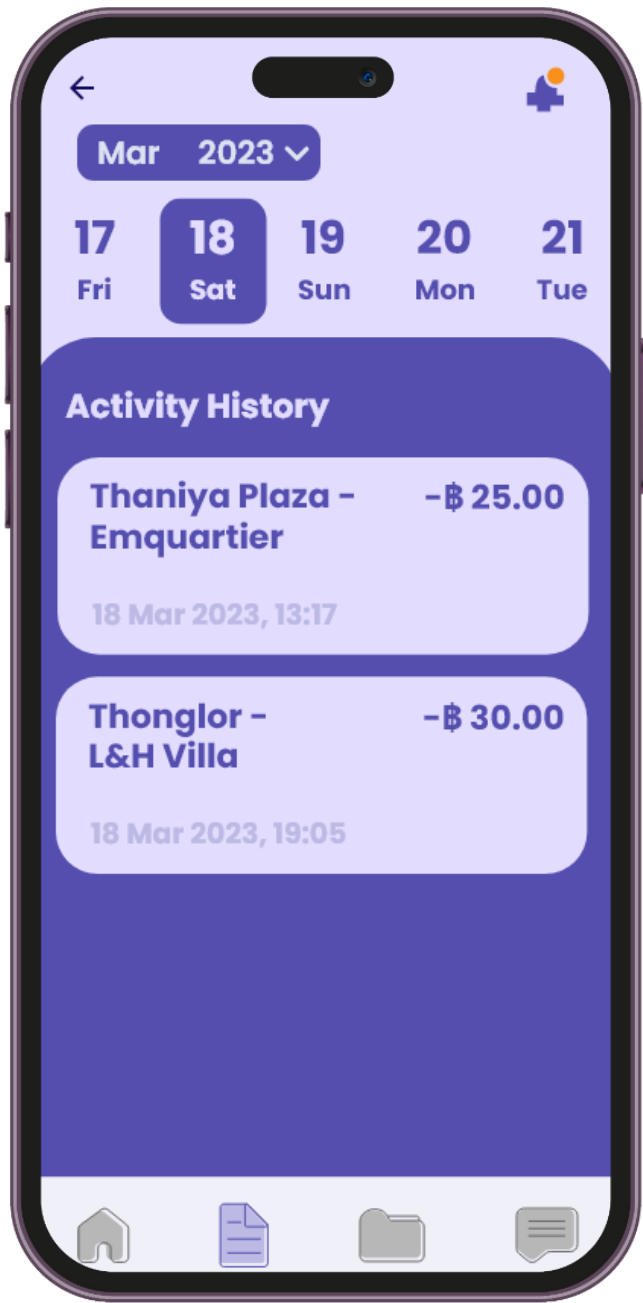


[Figure 15]

When entering the app, user will see the home page [figure 14], which will indicate the user's location. And the bus line closest to the user's location appears.

Or the user can search other routes that do not appear on the map based on the user's location. By clicking on Search location in [figure 14], then the location will appear as in [figure 15].

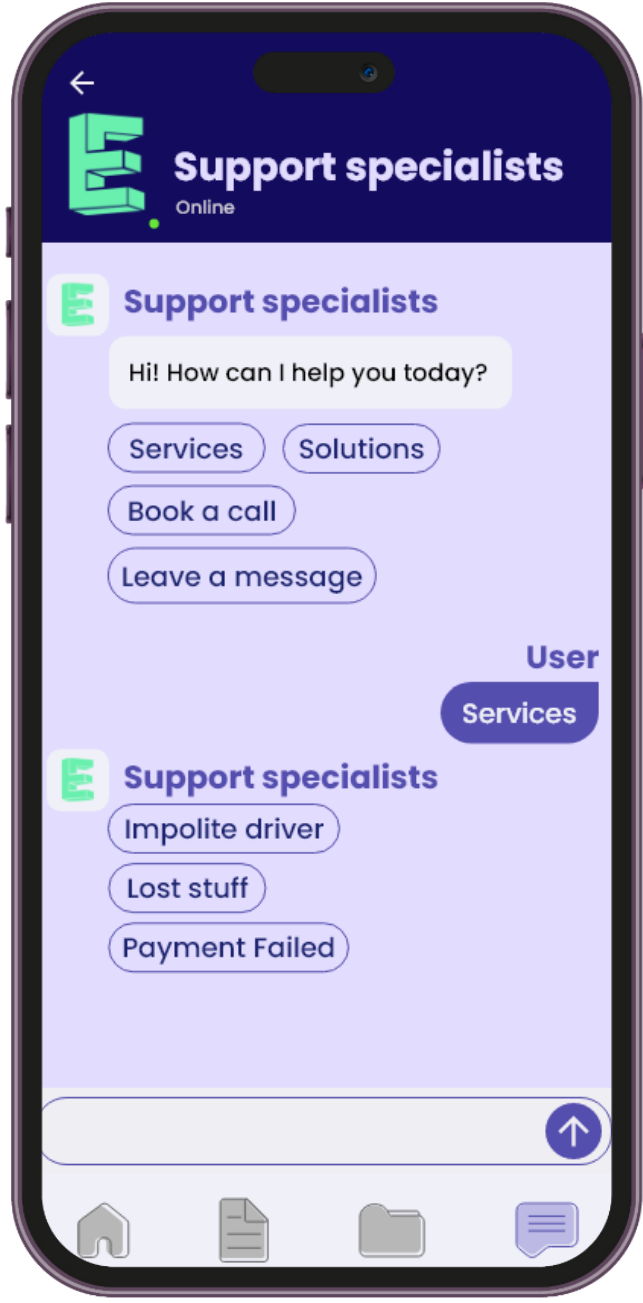
# Bottom menu bar



[Figure 16]



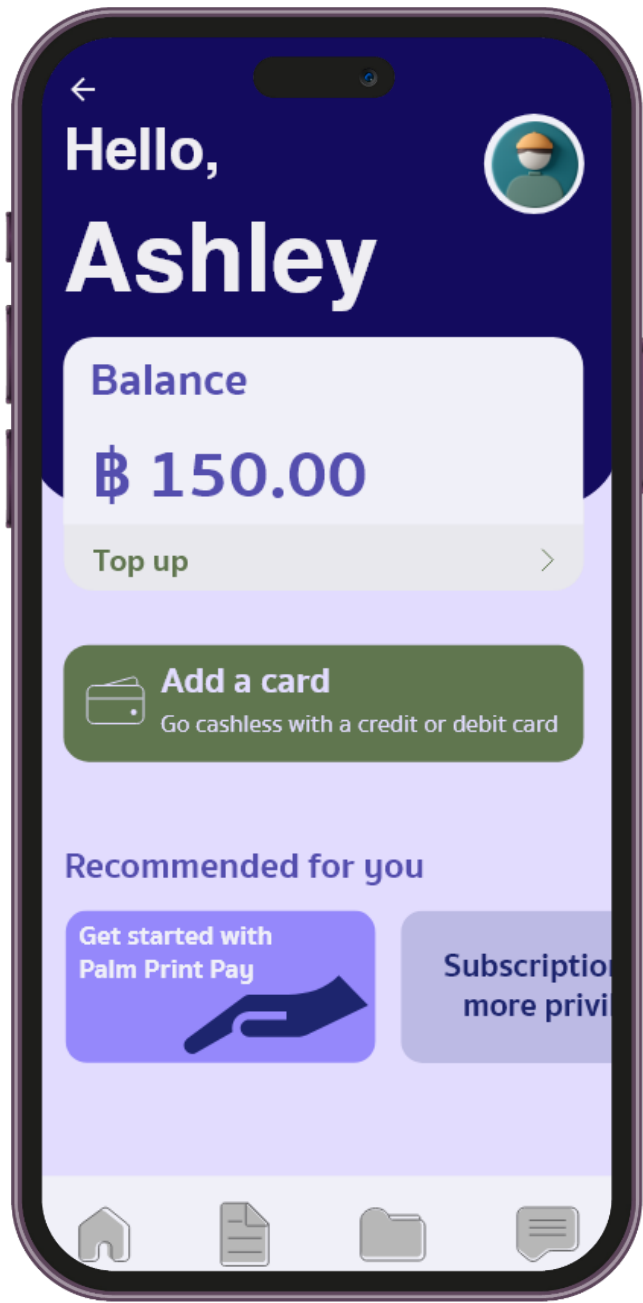
[Figure 17]



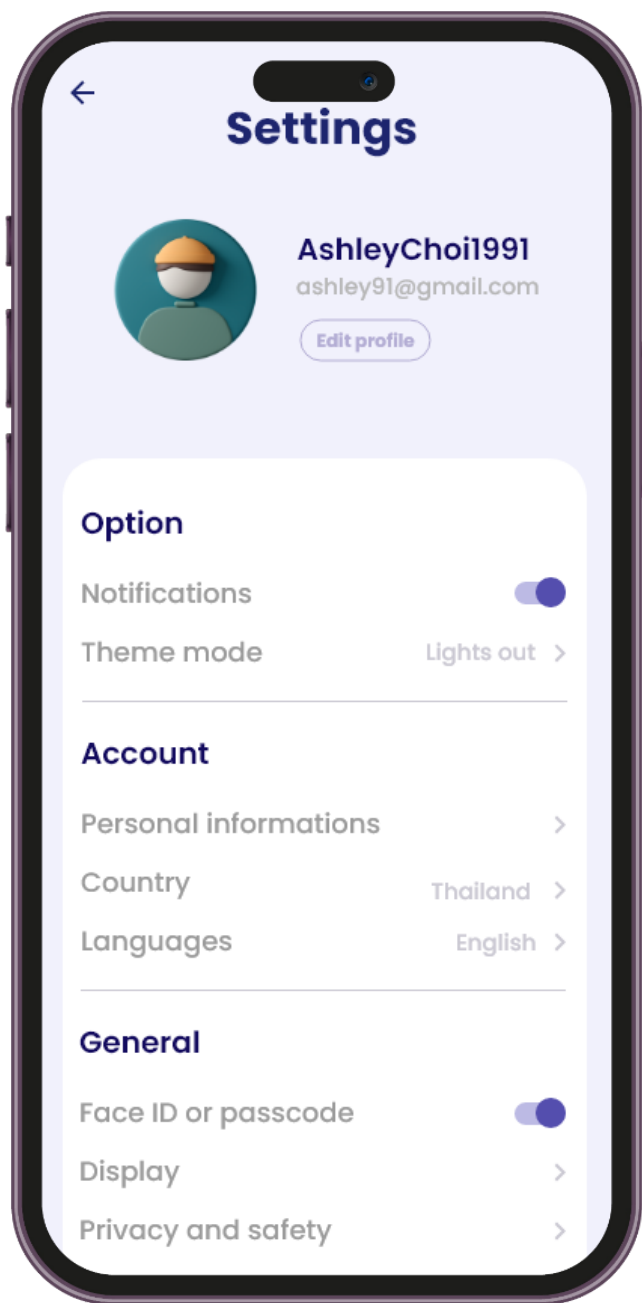
[Figure 18]

In the menu bar below is another option that users can press immediately as well as the menu bar on the left [figure 13].

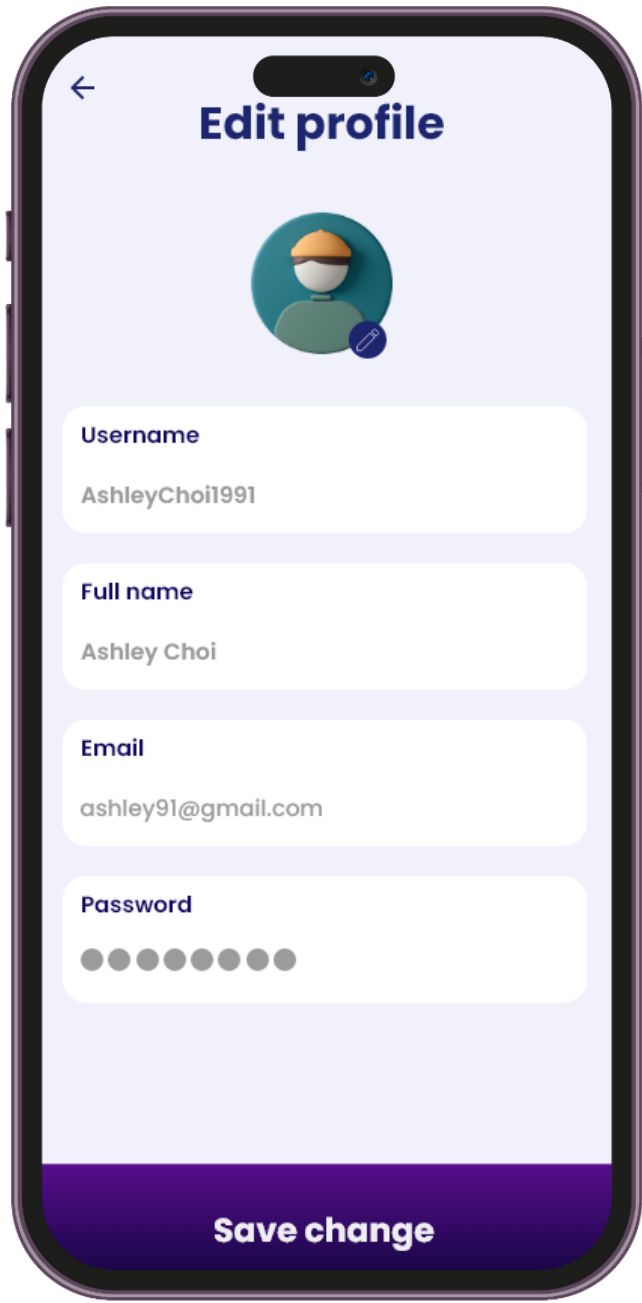
# Profile



[Figure 19]



[Figure 20]

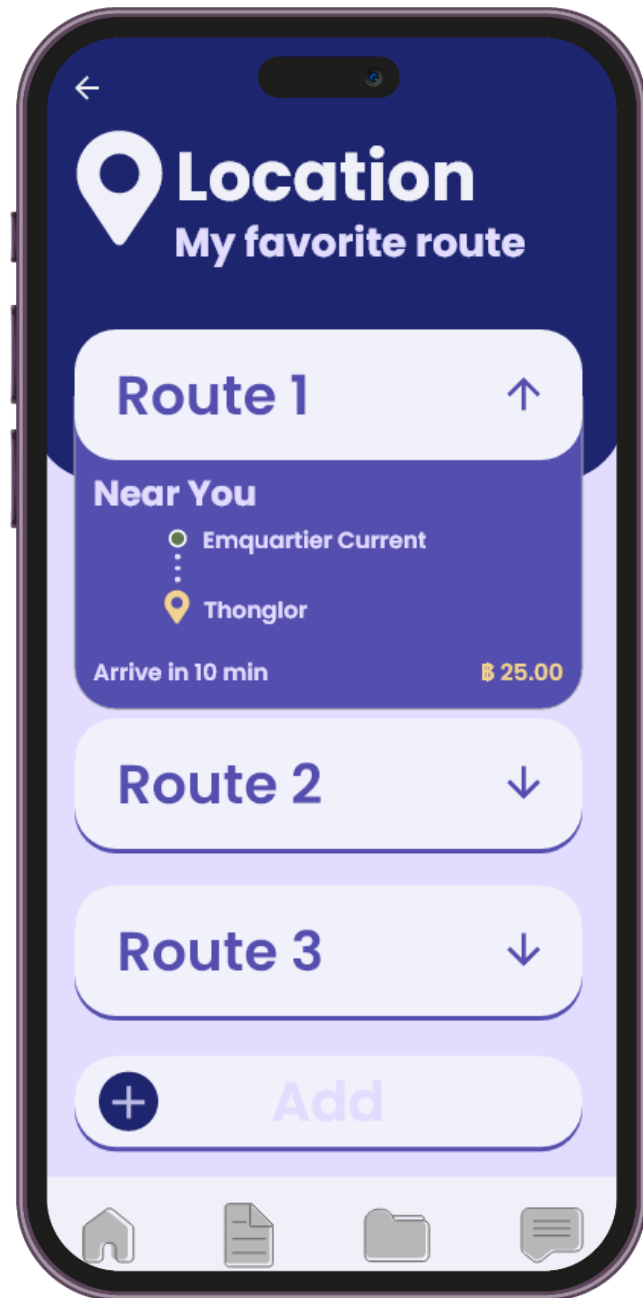


[Figure 21]

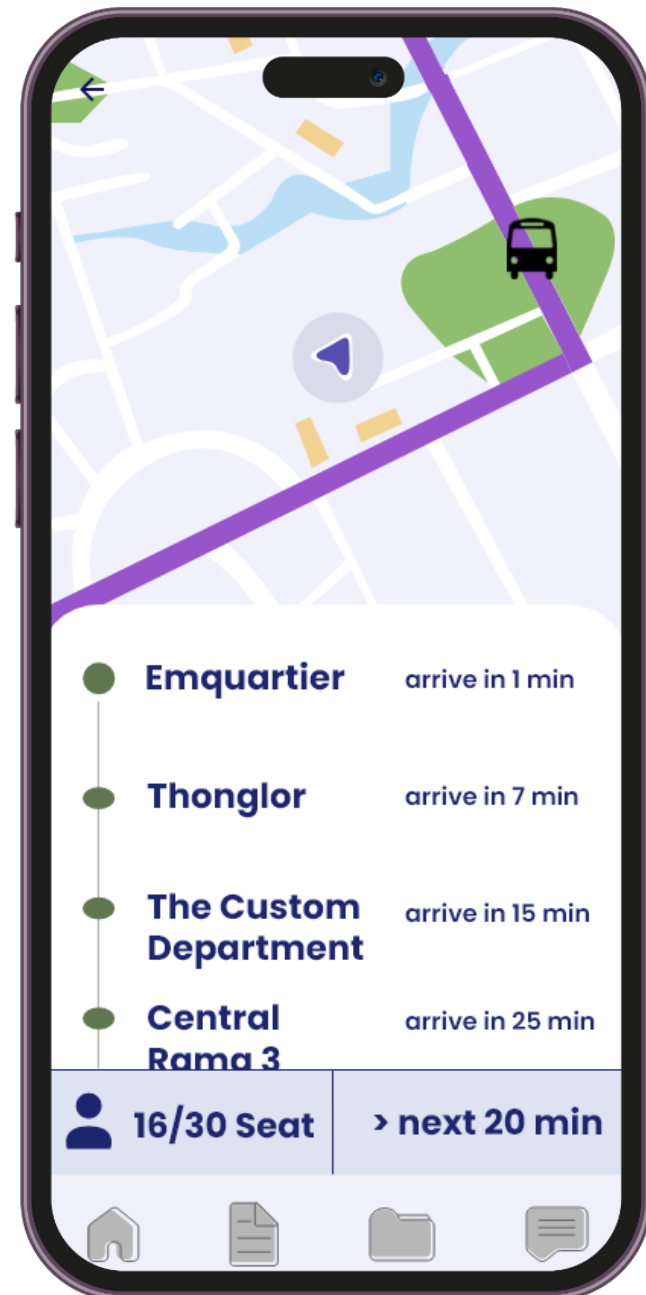
Profile page can be accessed by returning to the home page and click on the bar at the top left. Then a menu bar will appear on the side and have a user profile appear. To edit the profile [figure 20, 21], scroll down to the bottom of the menu bar. and click into Setting [figure 13]



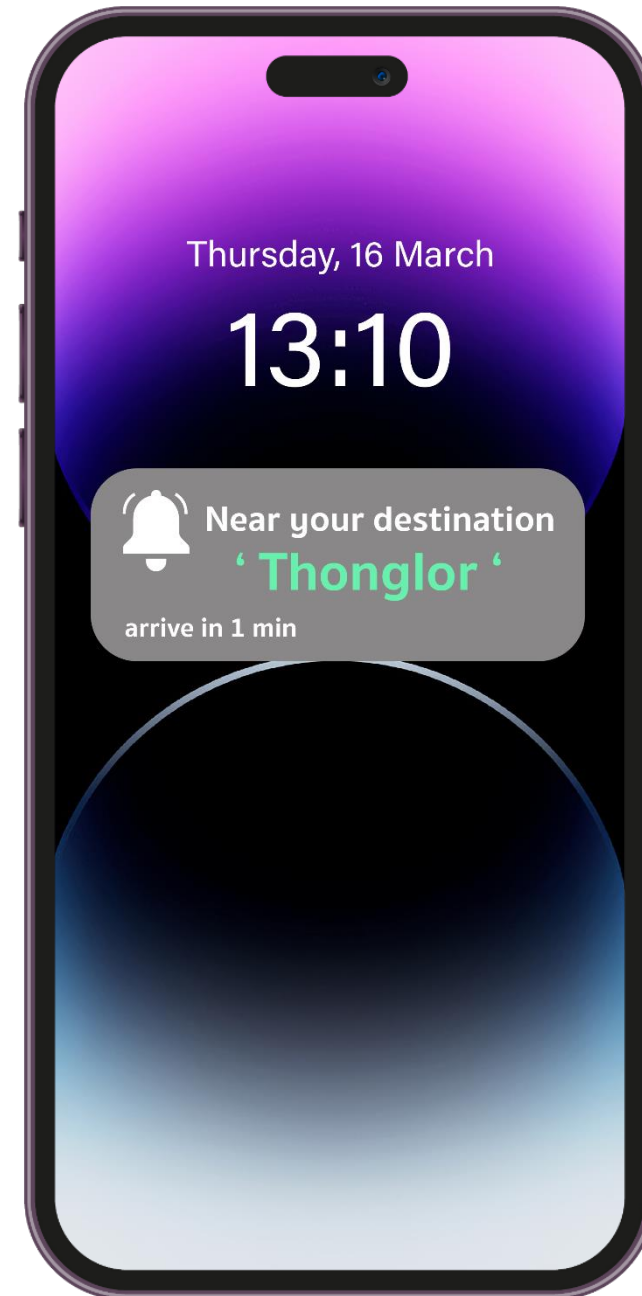
# Subscription Privilege



[Figure 22]



[Figure 23]



[Figure 24]

If the user frequently uses the service. Users can choose to use the feature to add routes that users travel frequently in the 'Location' features to indicate the location of the bus in another way, which will also calculate the fare price [figure 22].

Once you get on the bus, you can sit back and enjoy the view without worrying about missing the stop. In addition to the sign on the bus that will tell the next destination to arrive. You can also receive this notification on your phone. Because this feature has real-time notifications for you or called 'Live Activities' [figure 24] via your mobile phone screen, it's very convenient.

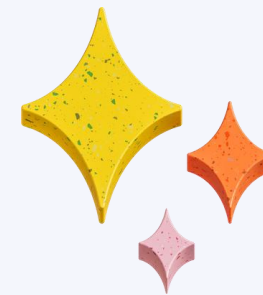
And another feature that is very useful for users is 'Bus seat availability' feature [figure 23]. Waiting for the bus will no longer have to be unpredictable, like buying a lottery ticket whether there will be seats for you or not. Just apply for membership and you can enjoy use this feature

ODOO DEMO

# THANK YOU!

If you have any question, do not hesitate to ask us

Mongkol Company



thefinal Group