



Mongkol

ITCS361 Management Information Systems

2

120 | 176 | 179 | 181 | 204 | 210





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Meet The Team

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Suphavade

Cheng

6488176

Jidapa

Moolkaew

6488179

Ponnapassorn

Iamborisut

6488181

Thadeeya

Duangkaew

6488204

Pimmada

Chompurat

6488210

Ravikarn

Jarungjitvittawas

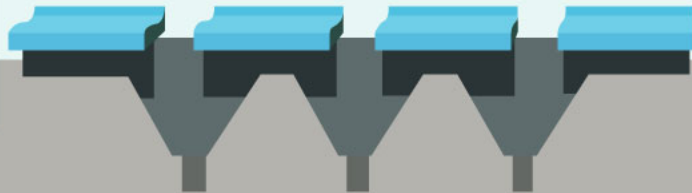


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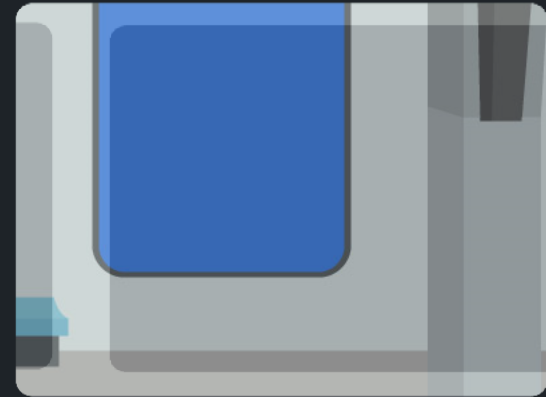
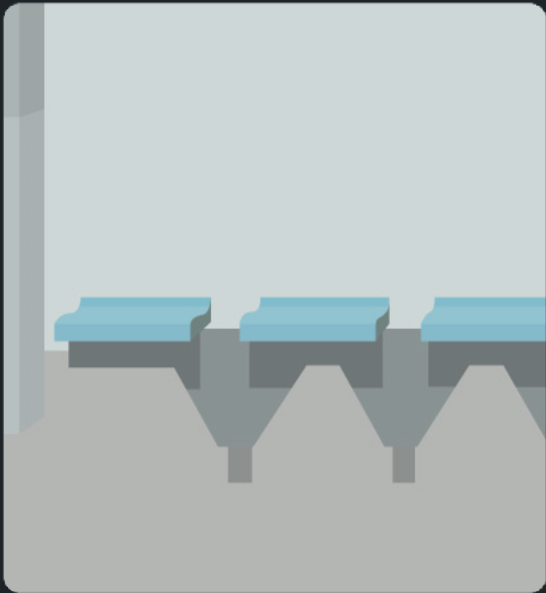


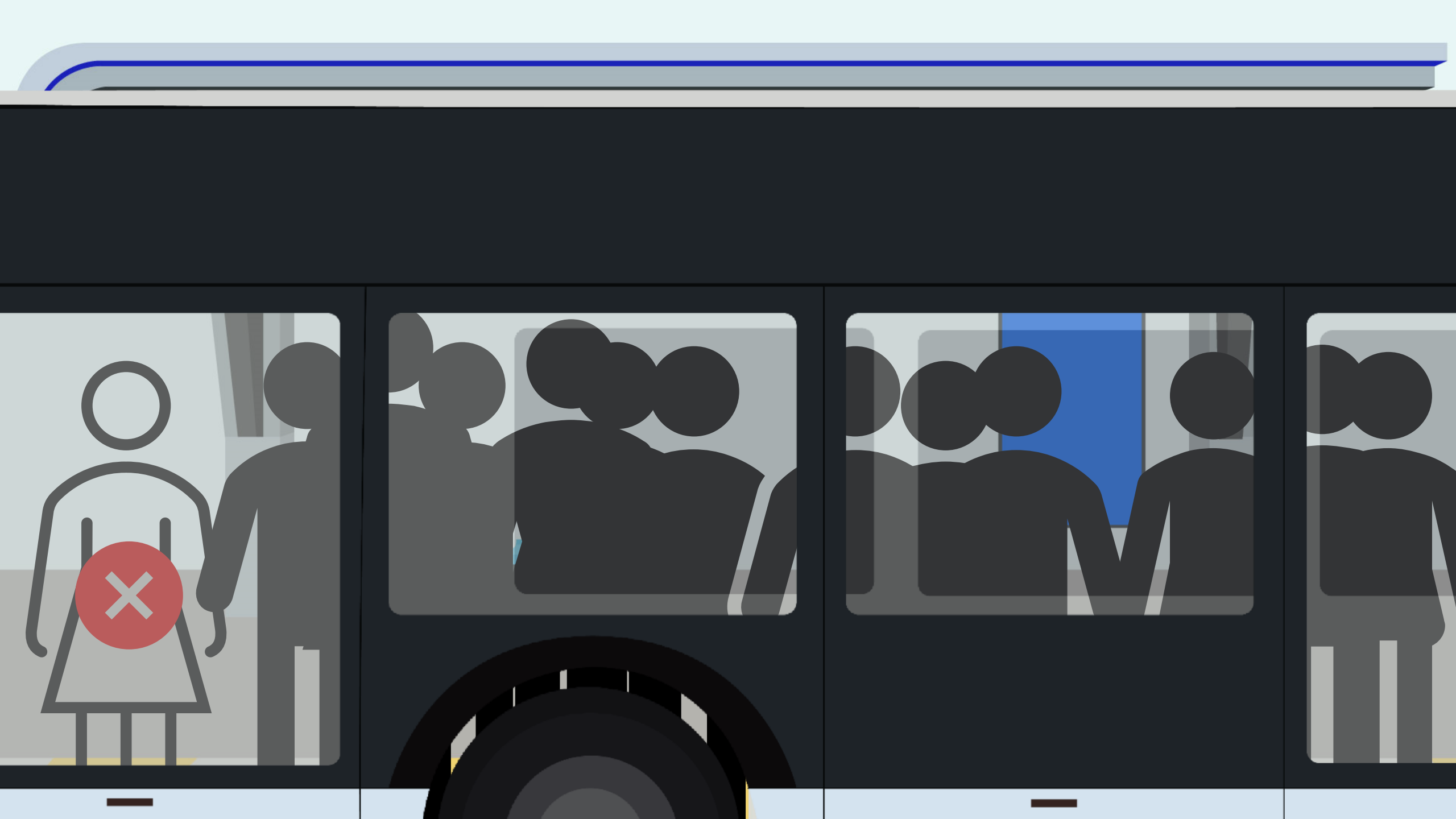


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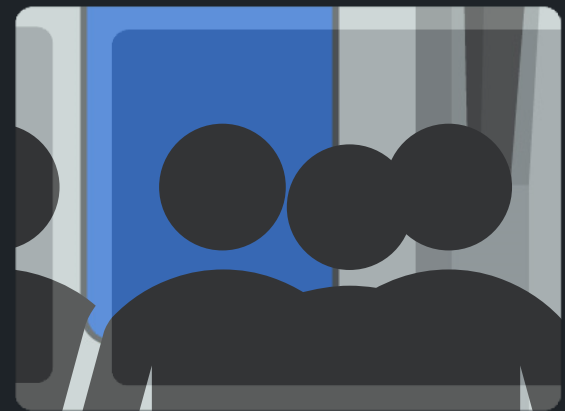
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Monakol





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E - BUS



OVERVIEW

OVERVIEW

Revolutionizing Public Transportation:

Transforming Traditional Buses with new Technology and user-friendly application



Customer

- Flexibility
- Cost-effectiveness
- Scalability
- Accessibility



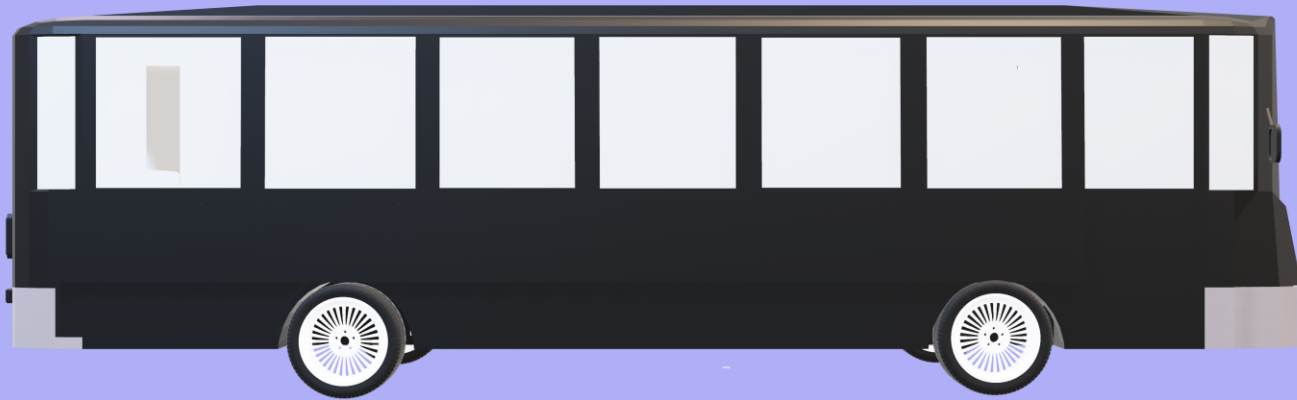
Challenges COVID-19



Innovative Solution

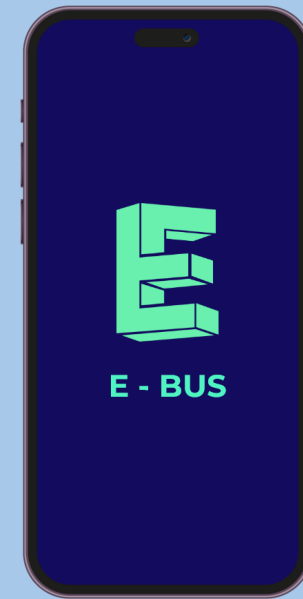
Cashless bus
payment system
with palm pay and
QR codes

PRODUCT AND SERVICES



BUS

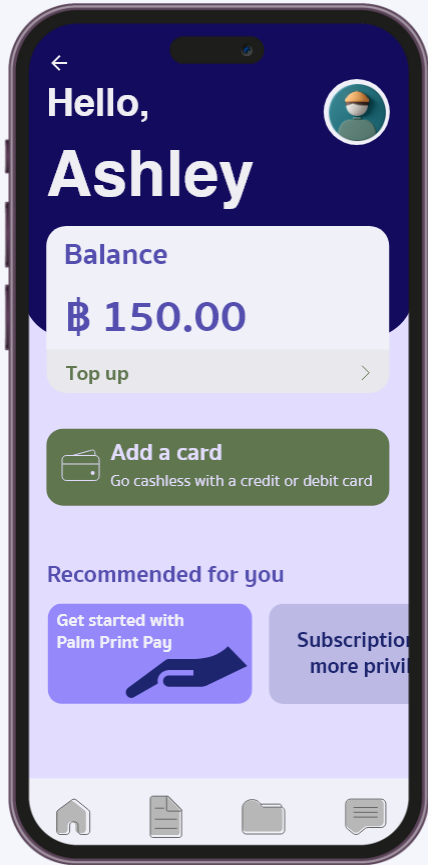
Application



BUS'S FEATURES



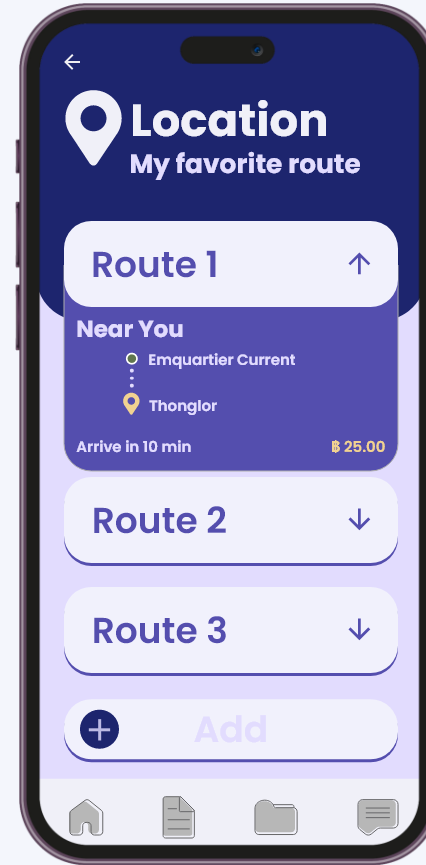
APPLICATION'S FEATURES



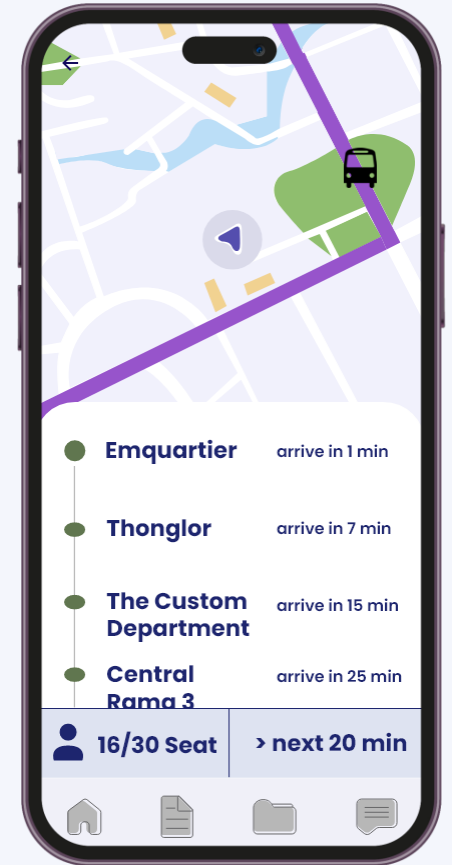
Payment / QR-Code



The nearest bus for
the best path and
arrival time



Show route
and price



Show number of
available seat

TARGET



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

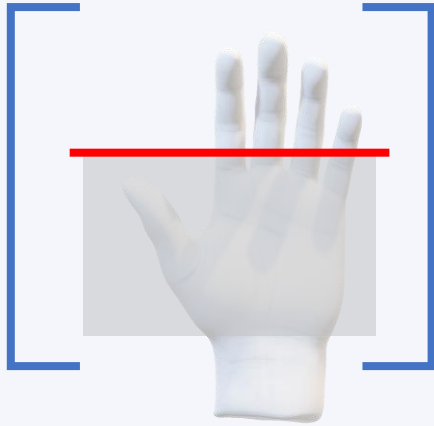


Advertisers

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

OTHERS

Palm Print



Consent to provide personal information



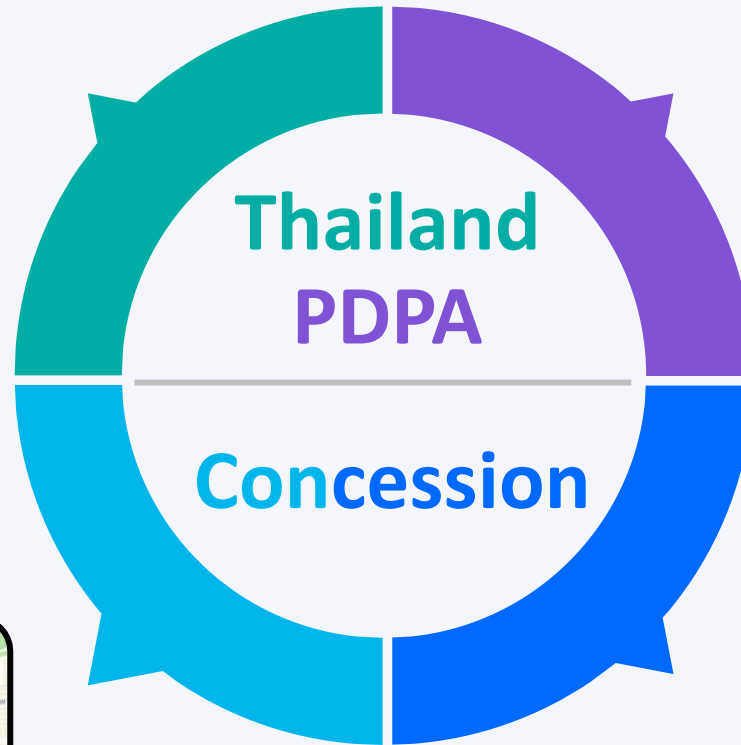
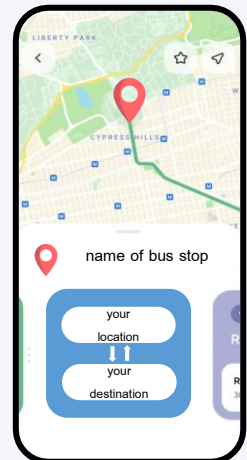
QR-Code



Do not consent to personal information

GPS

Our application service has a **detailed description** of every bus.



ROUTE

there must be an **auction** of bus routes that respond to more users than the existing companies that exist today.



E - BUS



COMPETITORS

COMPETITORS

		Customer relationship	Bus tracking	Security	Convenient	Pay through the application	Calculate travel time
	E-Bus	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	TSB Go	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	ViaBus	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Moovit	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Rumbo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	NexPoint	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

COMPETITORS



Thai Smile Bus
COMPANY LIMITED

Scope of the route

- **E -bus:** all provinces in Thailand
- **TSB:** Bangkok Metropolitan Region

Innovative focus

- **E -bus:** palm scanning and QR codes
- **TSB:** Focuses on holistic transformation



Main focus

- **E -bus:** Bus specialized
- **ViaBus:** various public transportation modes beyond buses

Challenge

- **E -bus:** quicker coordination
- **ViaBus:** delays and potential limitations



Flexibility

- **E -bus:** provides luggage space
- **Nexpoint:** have luggage space on some specific EV bus

Security

- **E -bus:** AI weapon-scanning technology
- **Nexpoint:** -



Vehicle Type

- **E -bus:** 100% electric power
- **BMTA:** traditional fuel-powered

Seat Comfort and Availability

- **E -bus:** well-designed and can check available seats
- **BMTA:** Seat designs based on the age and type of bus



E - BUS



FIVE FORCE MODEL

New Entrants Determinants

Barriers to Entry:

- **Economics of Scale: High** Achieving economies of scale in the public transportation sector requires substantial investment and operational capacity, acting as a significant barrier for new entrants.
- **Product Differentiation: Moderate** Differentiating a new transportation service significantly can be a challenge, but innovation can allow for some level of differentiation.
- **Brand Identification: High**
- **Switching Costs: Moderate** There are moderate switching costs associated with changing from an existing transportation provider to a new one, particularly if the new service offers superior benefits.
- **Access to Distribution Channels: High**
- **Capital Requirements: High**
- **Access to Latest Technology: High** Access to cutting-edge technology, especially in terms of electric buses and advanced payment systems, is a critical barrier for new entrants.
- **Experience & Learning Effects: Moderate**

Government Action:

- **Industry Protection: High**
- **Industry Regulation: Moderate** Asset specialization could be high, making it challenging to exit without losses or complications.
- **Consistency of Policies: High** Consistent policies provide a level playing field for both existing players and new entrants, reducing entry barriers.
- **Capital Movements Among Countries: Low**
- **Customs Duties: Low**
- **Foreign Exchange: Low**
- **Foreign Ownership: Low** Restrictions on foreign ownership might slightly hinder new entrants but may not be a major barrier.
- **Assistance Provided to Competitors: Low** Government assistance to competitors might not significantly impact the threat of new entrants.

New Entrants

Threat of New Entrants

Industry Competitors

Intensity of Rivalry

Threat of Substitutes

Substitutes

Bargaining Power of Suppliers

Suppliers

Determinants of Supplier Power

- **Number of Important Suppliers: Moderate** The public transportation industry likely has a relatively low number of important suppliers, given the specialized nature of the industry.

- **Availability of Substitutes for the Supplier's Products: Low to Moderate** Depending on the specific products or components required for public transportation (e.g., electric bus components), there might be moderate availability of substitutes, but not readily interchangeable.

- **Differentiation or Switching Cost of Supplier's Products: Low to Moderate** Differentiation or switching costs of supplier products might vary based on the specific components. Some components might have low switching costs, while others could be more specialized.

- **Supplier's Threat of Forward Integration: Low** Suppliers in the public transportation industry typically have a low threat of forward integration into the transportation service sector.

- **Industry Threat of Backward Integration: Low** The industry typically has a low threat of backward integration into the suppliers' operations.

- **Supplier's Contribution to Quality or Service of the Industry Products: Moderate** Suppliers often play a moderate role in contributing to the quality or service of the industry's products or services.

Determinants of Substitution Threat

- **Availability of Close Substitutes: High** There are various alternatives to public transportation such as taxis, ride-sharing services, personal vehicles, and even walking, providing readily available substitutes.

- **User's Switching Costs: Low to Moderate** Switching costs for users are relatively low, especially for short distances. However, for long-term or regular usage, there might be moderate switching costs associated with getting accustomed to a new mode of transportation.

- **Substitute Producer's Profitability and Aggressiveness: High** Substitute producers (e.g., ride-sharing companies) often operate aggressively, offering competitive pricing and attractive deals, showcasing a high level of profitability and aggressiveness in the market.

- **Substitute Price-Value: High** Substitutes like ride-sharing services often offer competitive pricing and value for money, presenting a high price-value proposition to customers.

Rivalry Determinants

- **Concentration & Balance Among Competitors: Moderate** The industry likely has a moderate concentration of competitors with some level of balance.

- **Industry Growth: High** The industry is experiencing significant growth, attracting more players and increasing competition.

- **Fixed (or Storage) Costs: High** Fixed costs are likely high in the public transportation industry due to the need for vehicles and infrastructure.

- **Product Differentiation: High**

- **Intermittent Capacity Increasing: Moderate**

- **Switching Costs: Low**

- **Corporate Strategic Stakes: High** Companies likely have significant stakes in the industry, driving intense competition and strategic maneuvering.

Barriers to Exit:

- **Asset Specialization: High** Asset specialization could be high, making it challenging to exit without losses or complications.

- **One-Time Cost of Exit: High** The one-time cost of exit is likely high, representing a substantial barrier.

- **Strategic Interrelationships with Other Businesses: Moderate** Strategic interrelationships could exist but might not pose an extreme barrier to exit.

- **Emotional Barriers: Low**

- **Government & Social Restrictions: High** Regulatory and social factors might create significant barriers to exit, indicating a high level of impact.

Bargaining Power of Buyers

Buyers

Determinants of Buyer Power

- **Number of Important Buyers: High (for bus service customers), Low (for advertiser customers)** High for bus service customers due to the significant number of individuals relying on public transportation. Advertiser customers are typically lower in number and might not individually exert significant power.

- **Availability of Substitutes for the Industry Products: High** There are various substitutes available, including other modes of transportation and alternative advertising platforms.

- **Buyer's Switching Costs: Low (for bus service customers), Moderate (for advertiser customers)** Bus service customers usually have low switching costs. Advertisers might have moderate switching costs due to the effort involved in shifting to different advertising platforms.

- **Buyer's Threat of Forward Integration: Low** Buyers, especially individual bus service users, are unlikely to threaten forward integration into the public transportation industry.

- **Availability of Substitutes for the Industry Products: High** There are various substitutes available, including other modes of transportation and alternative advertising platforms.

- **Contribution to Quality or Service of Buyer's Products: Low (for bus service customers), High (for advertiser customers)** Bus service customers contribute to the quality of their travel experience but have limited impact. Advertiser customers significantly contribute to the advertising industry's quality and service.

- **Total Buyer's Cost Contributed by the Industry: High (for bus service customers), Low to Moderate (for advertiser customers)** Bus service customers contribute significantly to their total costs by using the service frequently. Advertiser customers contribute but may have lower overall costs compared to the bus service customers.

- **Buyer's Profitability: Low (for bus service customers), High (for advertiser customers)** Bus service customers are generally cost-sensitive, impacting their profitability. Advertiser customers, if successful, can achieve high profitability through effective advertising campaigns.

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• ***Supplier's Contribution to Quality or Service of the Industry Products: Moderate*** Suppliers often play a moderate role in contributing to the quality or service of the industry's products or services.

• ***Total Industry Cost Contributed by Suppliers: Moderate*** Suppliers likely contribute a moderate portion of the industry's total costs, considering the need for specialized components and technology.

• ***Importance of the Industry to Supplier's Profit: Low to Moderate*** While the industry may contribute to the supplier's profit, it might not be a dominant contributor, especially if the supplier serves multiple industries.

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E - BUS



STRATEGIC PLANNING

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Vision: “To lead in technological innovations that deliver comfortable, secure, and environmentally friendly bus travel experiences accessible to all.”



Mission 1

Short-term
goals: 1 year

Enhancing software application - continuous improvement through user feedback-driven updates.



Develop the application to offer Thai, English, and Chinese options, catering to both local and **international passengers for understanding** of how it works.



User Experience Researcher needs to **collect the feedback** from users to gather insights and provide recommendations for **enhancing user experience**.



The UX/UI designer creates **easy-to-use** interfaces that are accessible to everyone and **designs prototypes for new features and improvements**.



A software developer will collaborate with the UX/UI team to **implement new features** by coding and testing the system.



Mission 2

Promote environmental sustainability through our business.



Launch a **campaign** to raise awareness about **eco-friendly practices** among passengers, encouraging them to choose sustainable travel options.



Accept **advertising** services for exclusively, **eco-conscious companies** aligning with our sustainability focus.



Mission 3

Short-term goals: 1 year

Create brand recognition and awareness.



Develop a **strong online platform**, including a professional website that effectively conveys our **brand's identity** and our expertise in our field.



Produce **high-quality content** that aligns with people's interests and concerns. This will primarily focus on topics related to **business, applications, and eco-sustainability**.



Mission 4

Medium-term
goals: 2 - 4 year

Innovate and evolve our electric bus design by creating a second version that has more capabilities than the first model.



Use **Pricing Strategist** to analyze operational expenses and determine the **optimal pricing planning**.



Research Plan: Implementation of **Waste-Derived Materials** in Bus Assembly.



Use **Market Research Analyst** to gather data on customer needs, **willingness to pay**, and location.



Creating advanced features and functionalities that **address customer problems** following feedback.



Use Design Engineers to **develop prototypes and testing procedures**. This will collaborate with the design engineer on their design concept.

Mission 5

Medium-term
goals: 2 - 4 year

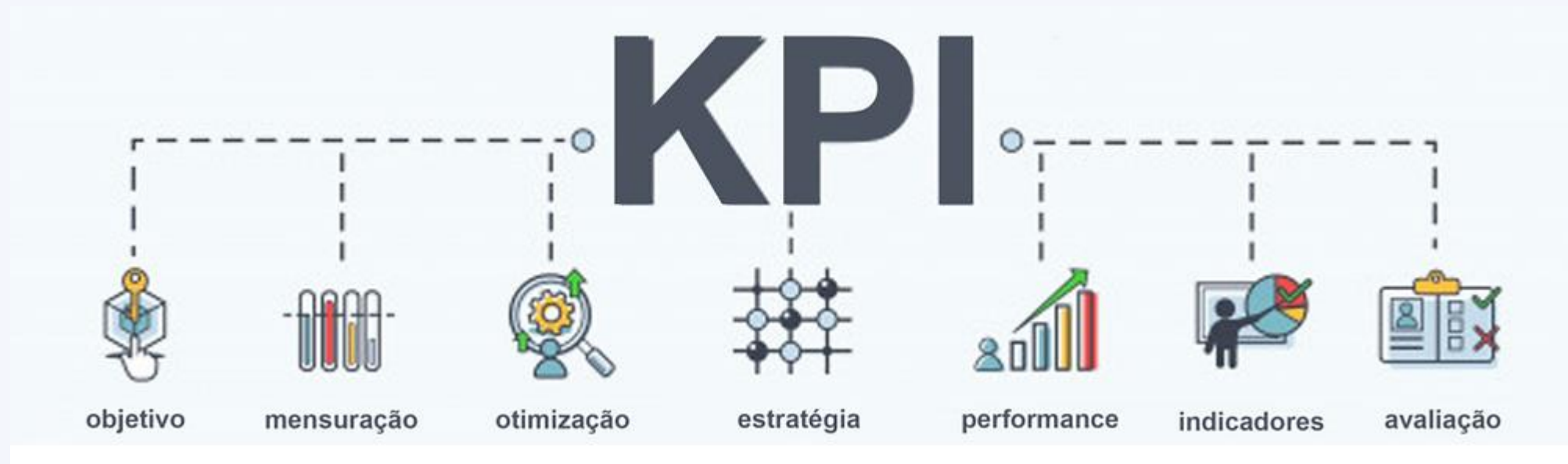
Measure the reduction in reliance on fuels and the overall environment impact.



Use data analysts to continuously **measure progress to be the standard** for measuring reduction in reliance on fuels in Thailand.



Use sustainability managers to **monitor key performance indicators (KPIs)** related to the clean-energy and ecosystem's goals.



Mission 6

Medium-term
goals: 2 - 4 year

Develop palm print to be able to connect with other transportation.



Use system Integrators to **integrate the palm print system with various transportation services.**



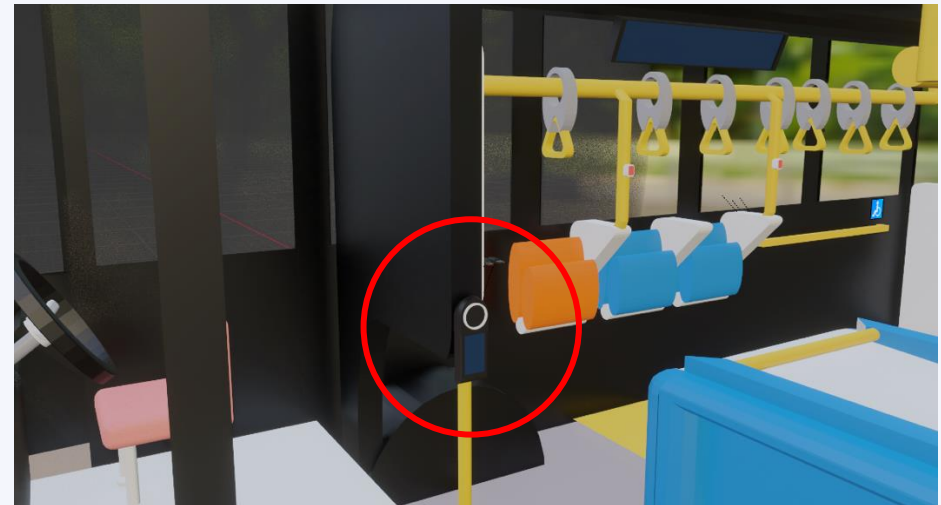
Use Quality Assurance (QA) Engineers to **conduct thorough testing.**



Keep an eye on emerging technologies in biometrics and transportation, and be prepared to adapt and evolve the system to incorporate innovations that **enhance its functionality and security.**



Collaborate with government transportation authorities to **gain necessary approvals and support.**



Mission 7

Medium-term
goals: 2 - 4 year

Expand our market reach by attracting and engaging new customers and consumers while nurturing and retaining the loyalty of our existing customer base.



Use **consultants to supplement the skills of marketing** in campaigning the use of our bus.



Use **connections with partners** to gather information to **improve and develop the customer base**.



In order to **increase the partner base**, our company and new partners will **cross-promote** one other's services/products.



A marketing team needs to create **campaigns to represent the unique features** of our tracking service and **promote the benefits of using our service** rather than the competitor's service.



Doing the **collaboration with C.P.** company to have a campaign for **giving back service promotion to customers**.

Mission 8

Long-term
goals: 5 year
and up

Driving new technological innovation (Non-Stop Improving)



Incorporating Smart City Connectivity: Partnering with smart city initiatives, we **integrate real-time traffic** light data. This integration seamlessly extends driver-side applications to know the road information.



Design a **new system for enrollment** that uses palm print recognition, accessible **via mobile devices**.

Smart Infrastructure

Open Data and Interconnectivity

Smart Governance & Citizen Engagement

Smart Mobility and Transportation

Smart Environment and Sustainability



Mission 9

Long-term
goals: 5 year
and up

Driving new technological innovation (Non-Stop Improving)



Showing potential in carbon credit management in our company.



Building connections with EV Companies who sign Letter of Authorization (**LoA**).



Demonstrate a commitment to **supporting** the **government's goals of reducing greenhouse gas emissions**.



Build trust and credibility with project **stakeholders** and **government** agencies by demonstrating transparency.



Engage with government officials and stakeholders to discuss how your project aligns with their objectives.



Becoming the top electric bus company in Thailand in order to be chosen as part of the project in the future.

Mission 10

Long-term
goals: 5 year
and up

Enhance accessibility of our community by introducing a new bus route that connects key destinations, and provides safe, reliable, and inclusive transportation options for all residents and visitors.



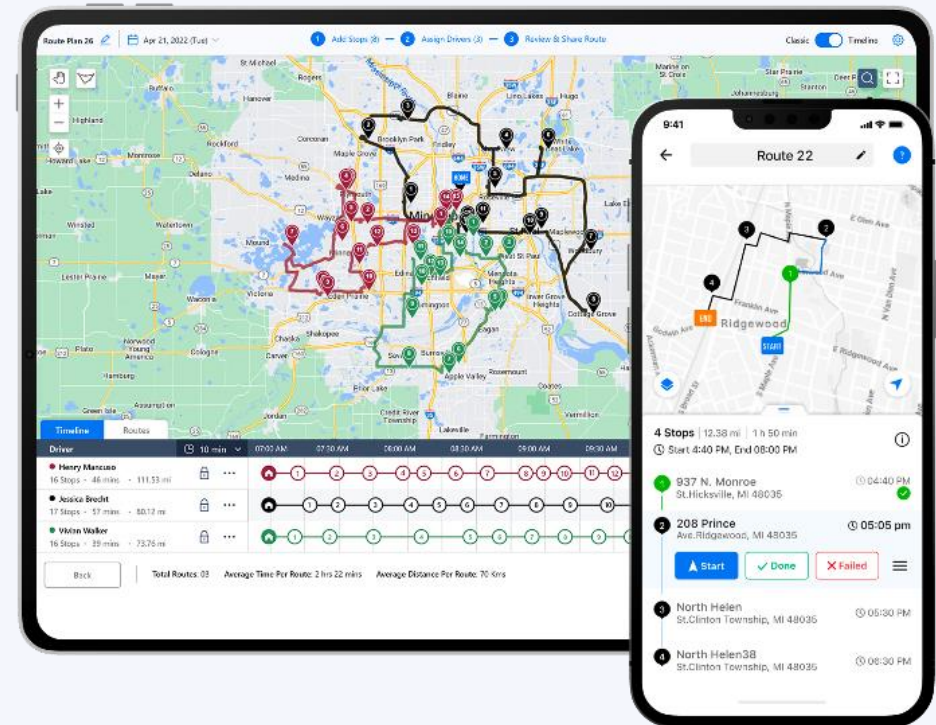
Use a **Regulatory Compliance Officer** to work closely with transportation authorities and local government agencies to **secure funding and resources for accessibility improvements**.



Establish a **centralized data analytics team** to **monitor** route performance, ridership trends, and passenger feedback.



Comprehensive Route Planning and Analysis: Conduct a thorough market analysis to **understand passenger demand, demographics, and travel patterns**.



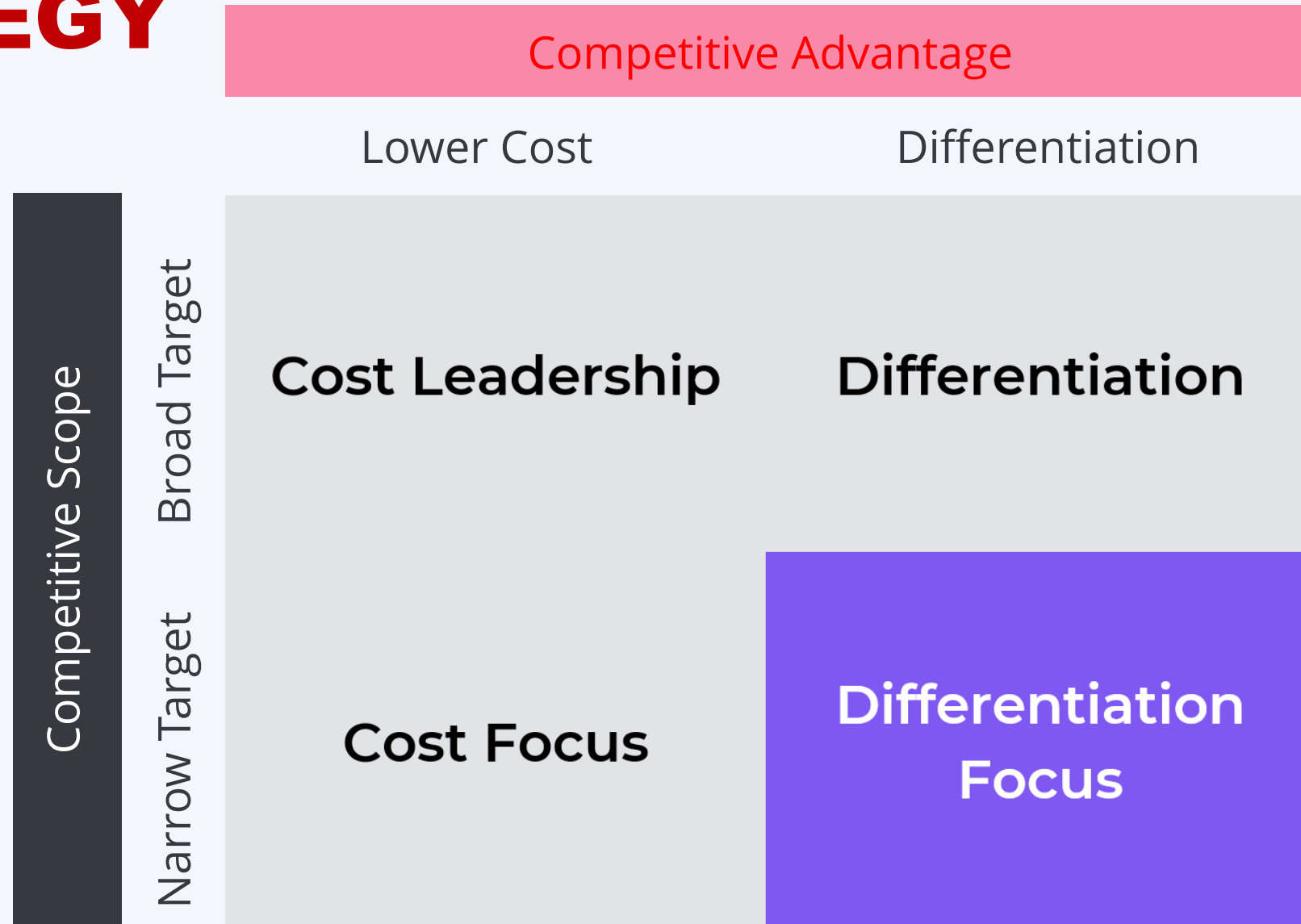


E - BUS



COMPETITIVE STRATEGY

COMPETITIVE STRATEGY

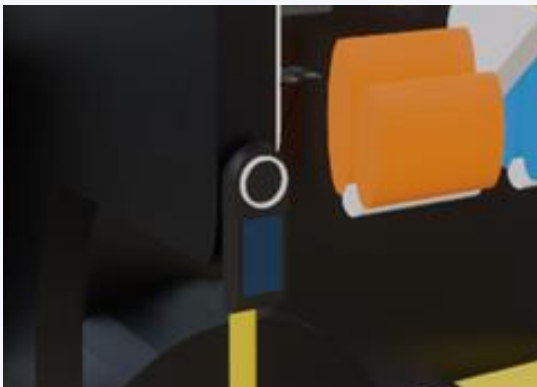


Differentiation Focus

Why Differentiation?

New Technology and Innovation

- Palmprint scanners
- weapon scanners



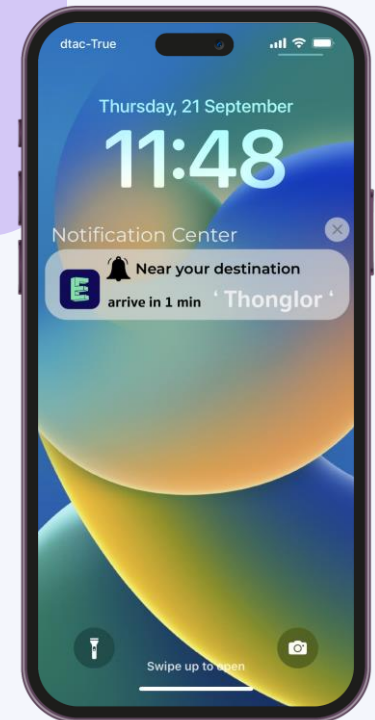
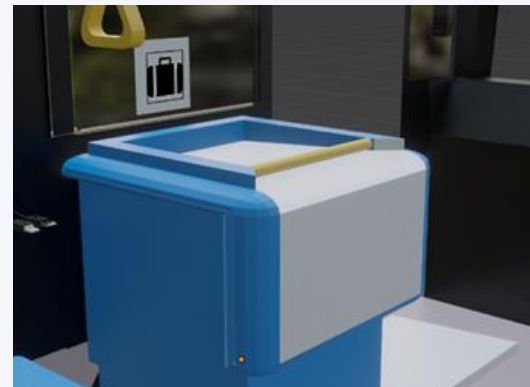
Innovative Bus Features

- Charger ports
- Free Wi-fi
- Luggage Storage



Advanced Application Features

- A real-time display
- of available seats
- Chat for feedback
- Notification



Differentiation Focus

Why Differentiation?

Enhanced Convenience

We can facilitate more convenience for customers than the competitor's companies.

High Cost, High Innovation

Standing out in terms of value and innovation to deliver a great travel experience.

Environmental Stewardship

Stand in the industry as a company dedicated to environmental sustainability.

Differentiation Focus

Why Focus?

Niche Customer Segment

Focus on individuals with high income levels: students, working, and foreigners

Area and Route Focus

We primarily target urban areas within each province

Environmental Consciousness

Focus on environmentally friendly companies that are going to be our partners.

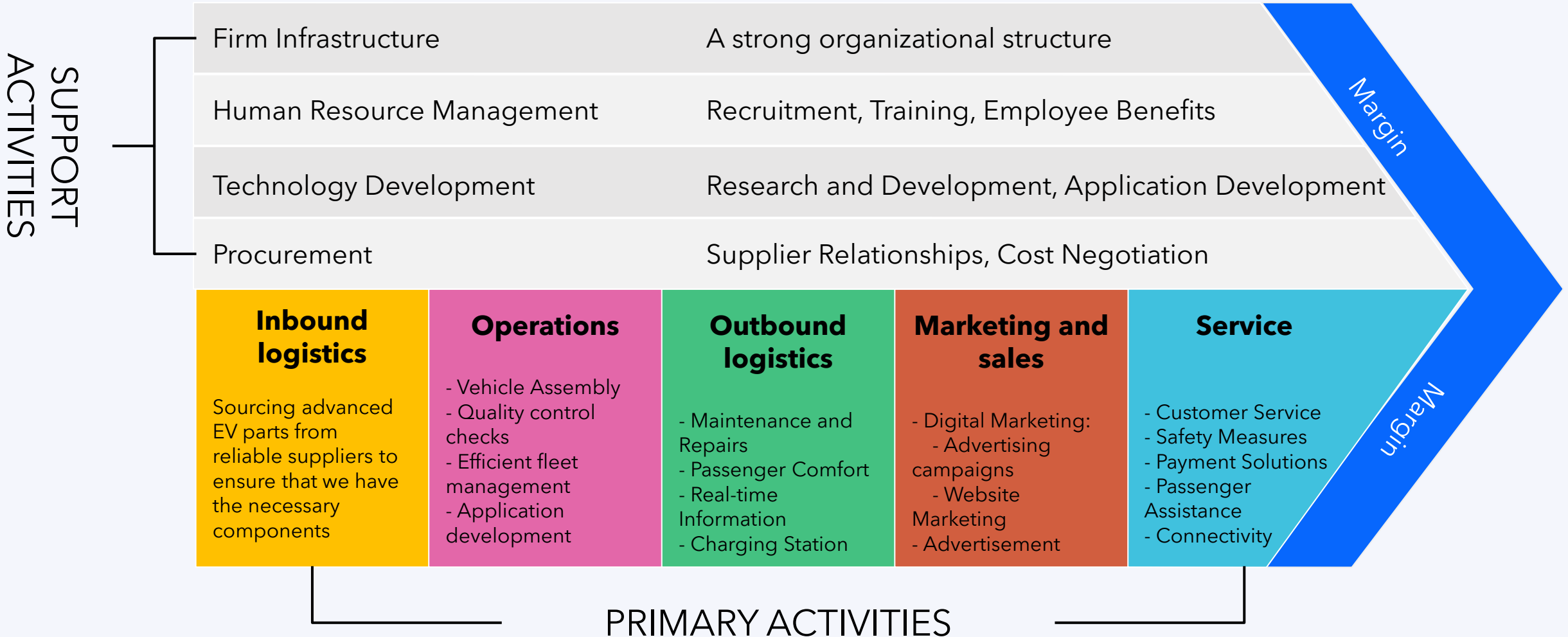


E - BUS



VALUE CHAIN

E-Bus Value Chain Analysis



VALUE CHAIN

PRIMARY ACTIVITIES

INBOUNDS LOGISTIC

Sourcing advanced EV parts from reliable suppliers to ensure that we have the necessary components to build our eco-friendly electric buses.

OUTBOUNDS LOGISTIC

- Maintenance and Repairs
- Passenger Comfort
- Real-time Information
- Charging Station

SERVICE

- Customer Service
- Safety Measures
- Payment Solutions
- Passenger Assistance
- Connectivity



OPERATIONS

- Vehicle Assembly
- Quality control checks
- Efficient fleet management
- Application development

MARKETING AND SALES

- Digital Marketing:
 - Advertising campaigns
 - Website Marketing
- Advertisement

VALUE CHAIN

SUPPORT ACTIVITIES

Firm Infrastructure

Having a strong organizational structure with good ways of making decisions and take care of important departments like management, finance, and legal stuff.



Human Resource Management

Recruitment, Training, Employee Benefits



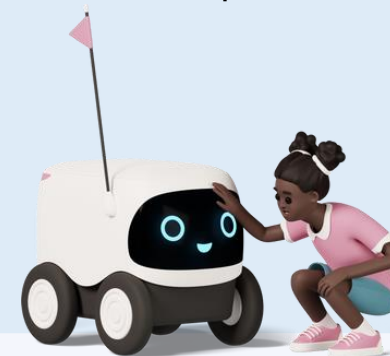
Procurement

Research and Development, Application Development



Technology Development

Supplier Relationships, Cost Negotiation





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**THANK YOU FOR
YOUR ATTENTION**



Q&A SESSION

