



TRƯỜNG ĐẠI HỌC FPT

FPT UNIVERSITY - CAMPUS HO CHI MINH

Check Point 2 - Survey Export

Lecturer: Nguyen Tran Le Thanh

Course: Experiential Entrepreneurship 1(EXE101)

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1. Understanding Buyers.


1.1. Buyer Personas (Demographics).

Age: Primarily young adults (18-35 years old).

Income: Average income is from 3 - 5 million, because the majority of the survey were students.

Location: Urban residents in big cities such as Ho Chi Minh City and Hanoi. These areas have a high concentration, and mainly Ho Chi Minh City will be the place where this project will operate.

1.1.2 Define your buyer personas.

	Gender Male	Occupation collage student
Name Pham Nguyen Hau		
Age 18 to 25 years	Location Ho Chi Minh city	Income over 5 million/ month

Regarding awareness: customers realise the seriousness of lost pets on social networking sites such as Facebook and Instagram. Therefore, it can be seen that social networking sites such as facebook, instagram... will be the place where the project can focus its activities to increase the recognition of the project.

Regarding wishes for the project: will support money, supplies (food, utensils) and hope that rescue stations can rescue and resettle stray pets; Customers will support the project by spreading and sharing this project.

1.2. Real Surveys.

1.2.1. Question types used:

Target audience: people who love dogs and cats, have the ability to give homeless pets a home and receive health and mental care.

Number of participants: 107 participants

Spreading method: send online, send to friends and have others fill in, send to groups.

Question group:

- Personal information.
- Awareness about raising homeless pets.
- Evaluation of the homeless pet community project.

Reason for using the questionnaire: to survey customers' awareness of abandoned pets. From there, make more objective judgments, to develop the project in the most perfect way. Help customers connect between places with abandoned pets, to find new owners, new homes for pets, as well as veterinary services, bringing positive social values. Additionally, it helps reduce the number of abandoned animals.

1.2.2. Conclusions based on survey results.

About personal information:

Độ tuổi

107 responses

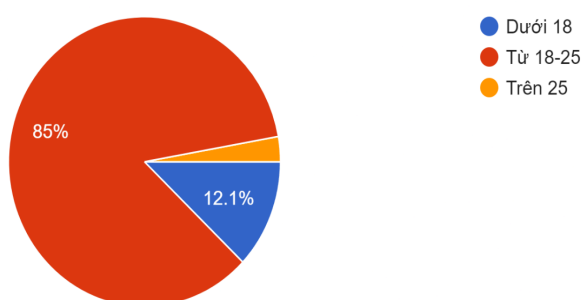


Figure 1: Age of survey participants.

About 85% of participants were between 18 and 25 years old, 12.1% of participants were under 18 years old, and the remaining few were over 25 years old.

From there, we realise that people aged around 18 to 25 years old: people at this age begin to become independent, build relationships and seek social connections. Pets at this time are seen as companions, which can be especially important for people who are away from home or have limited social networks.

Anh/chị ở khu vực nào?

107 responses

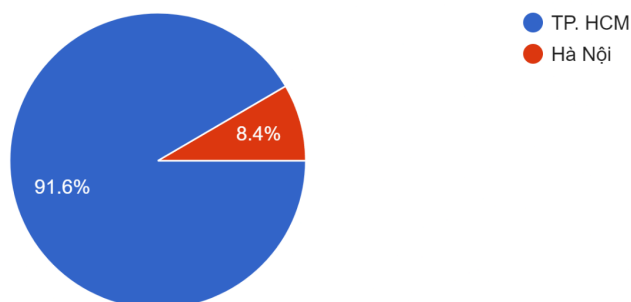


Figure 1.1: Living area of the surveyors

Hiện tại anh/chị có nuôi thú cưng không?

107 responses

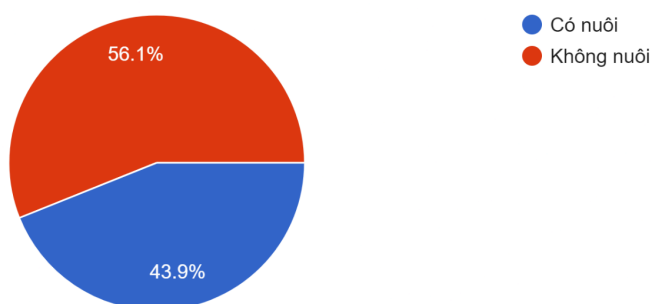


Figure 1.2: Pet keeping status of survey participants

About 56.1% of survey participants own pets and 43.9% of participants do not own pets. Nowadays, people consider pets as their companions quite a lot.

Mức thu nhập hàng tháng của anh/chị là bao nhiêu?

107 responses

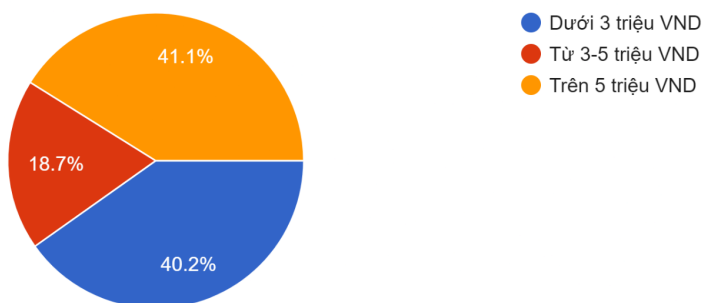


Figure 1.3: Monthly income level

People with income over 5 million VND account for 41.1%, people with income under 3 million account for 40.2%, people with income from 3 to 5 million VND account for 18.7%.

Therefore, people with a monthly income of over 5 million VND invest in the health of pets and provide them with better living conditions, realising the higher importance of pets and their care. ; are more likely to seek high-quality veterinary care for their pets.

About awareness of raising homeless pets:

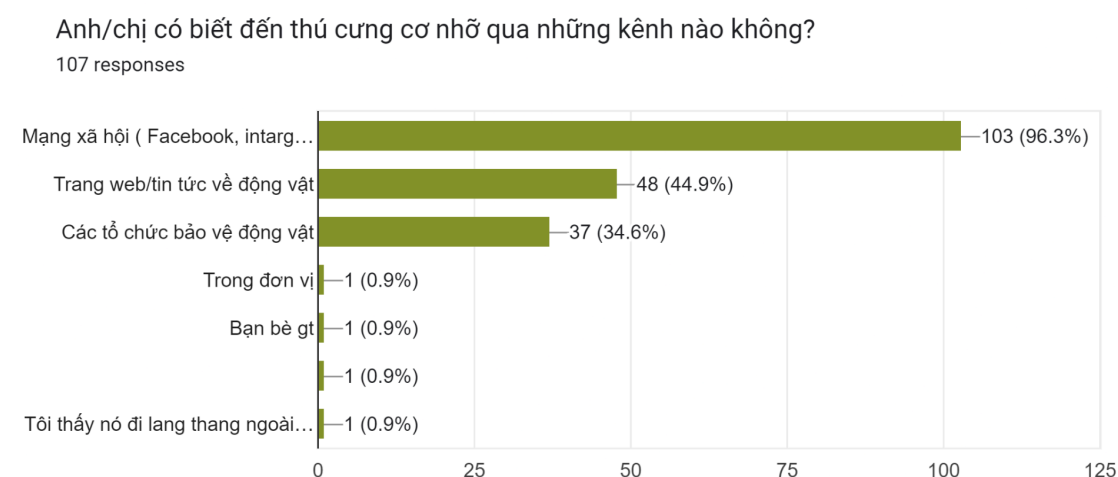


Figure 1.4: Information channel about raising orphaned pets

From the survey, it can be seen that: about 96.3% of people know about abandoned dogs/cats through social networks (Facebook, Instagram,...); 44.9 % of people know through animal news/websites; 34.6% of people learned about it through animal protection organisations; 3.6% of people know about pets through other sources (in the unit, introduced by friends, seen wandering around, etc.)

So, abandoned dogs/cats are widely known through social networks (Facebook, Instagram, etc.) because these are platforms where users share videos and images, which have played a big role in raising awareness. community and thereby showcase their experiences, stories and concerns about the problems of abandoned pets and the importance of adopting them. Media campaigns from rescue organisations along with Influencers and Celebrities have also contributed greatly, such as sharing their own stories or experiences of raising pets, also partly inspiring their followers.

Theo anh/chị tình trạng thú cưng cơ nhỡ hiện nay như thế nào?

107 responses

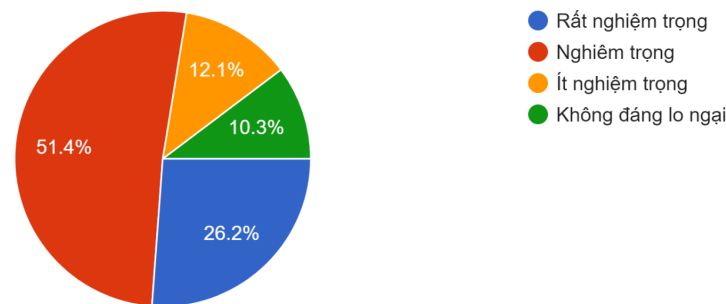


Figure 1.5: Condition of homeless dogs/cats.

According to the survey, 51.4% of participants felt that the situation of abandoned dogs/cats was serious, accounting for more than 50% of the survey's participants. From there, it can be seen that the number of pets being thrown away has increased to an alarming level.

Anh/chị nghĩ nguyên nhân dẫn đến tình trạng này là gì?

107 responses

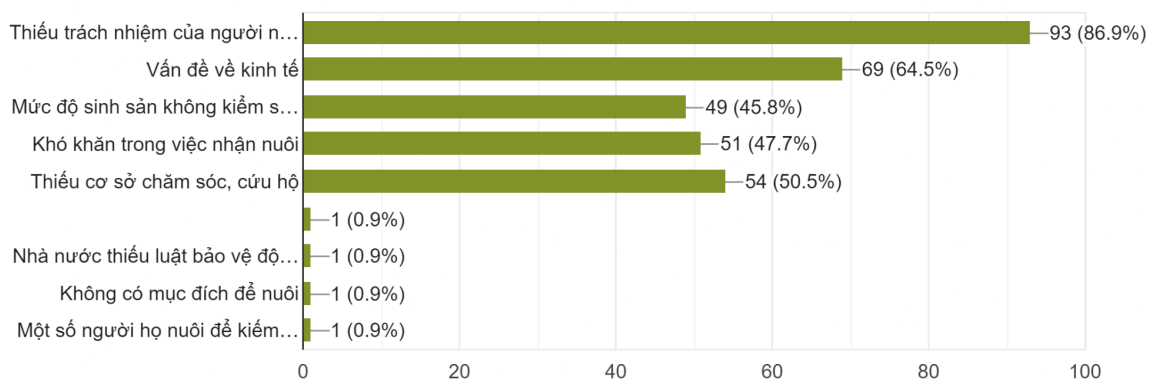


Figure 1.6: Causes of homeless dogs/cats.

From this, it can be seen that human consciousness is very important. Because they are not aware of how abandoning their pets will affect society. Therefore, we should propagate these issues to people, so that they are aware and limit the practice of giving away their pets. And the economic issue is also worrying, because they do not have enough money to take care of their own lives, so it is very easy for them to give up their pets.

Regarding the evaluation of community projects supporting abandoned dogs/cats:

Anh/chị đã từng biết đến những dự án nuôi thú cưng cơ nhỡ nào dưới đây chưa?

107 responses

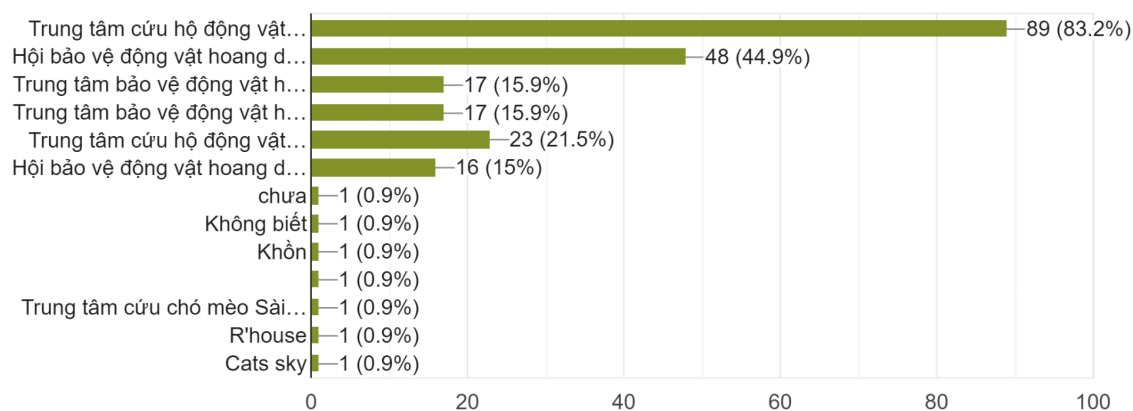


Figure 1.7: Projects to raise homeless pets.

Through the survey, it can be seen that the Ho Chi Minh City Animal Rescue Center (83.2%) is where people know about the project because the majority of survey participants concentrated in Ho Chi Minh City. And the Ho Chi Minh City Animal Rescue Center is a place that does a lot of work on this project, so people recognize and know it quite a lot.

Nếu chúng em tạo ra dự án cho việc nuôi thú cưng cơ nhỡ anh/chị có ủng hộ không?

107 responses

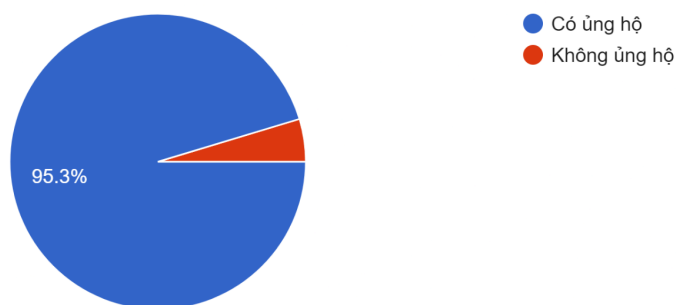


Figure 1.8: Mức độ ủng hộ của người tham gia

The number of people supporting the project of raising abandoned dogs/cats is 95.3%. It can be seen that the project "Raising lost pets" is supported by many people. Because they have now recognized the problem as a concern and the number of interesting dropouts is quite high.

Anh/chị có mong muốn dự án của chúng em sẽ cung cấp dịch vụ gì không?

107 responses

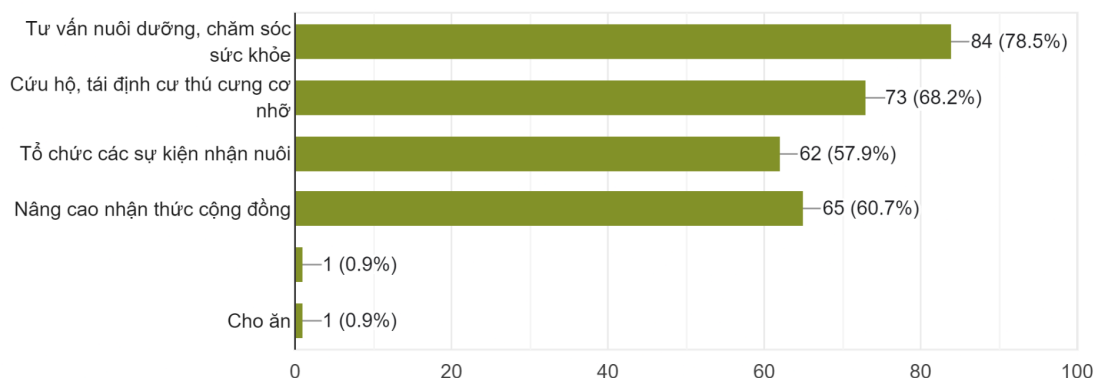


Figure 1.9: Participant's project wishes - service.

The project will promote consulting on raising, health care, rescue, and resettlement of stray pets. Because these are the two issues of most concern in the survey.

Anh/chị có thể đóng góp những điều nhỏ nào cho dự án không?

107 responses

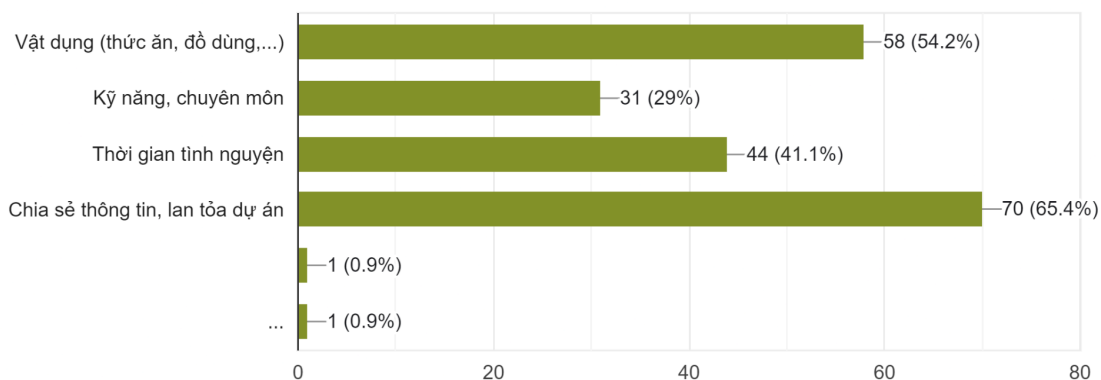


Figure 2.0: Participant's project wishes - contribute.

Because of their concern for homeless pets, participants want to contribute small things to the project such as: sharing information, spreading the project (65, 4%); supplies (food, utensils) (54, 2%); time volunteering (41.1%); care skills and expertise (29%), others (1.8%).

Nếu được anh/chị có muốn nhận nuôi những vật nuôi này không?

107 responses

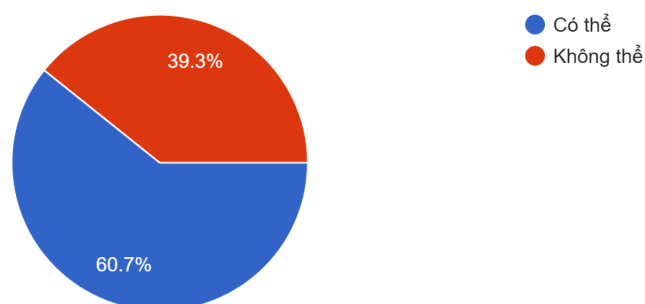


Figure 2.1: Surveyor's wishes

From the survey, it can be seen that if given the opportunity, the percentage of people who can adopt pets is 60.7%, 39.3% of people cannot adopt them.

From the evaluation of the project, it shows that people are becoming very interested in this community project along with their desire to contribute to the project, because it helps educate and raise awareness about the current state of the animal world abandoned pets and human actions against pets. The project will also be a place to connect between people and pets, about relationships or emotions, between people, bringing many community values and humanity to orphaned pets.