FPT Education

TRƯỜNG ĐẠI HỌC FPT

FPT UNIVERSITY - CAMPUS HO CHI MINH

Check Point 2 - Paper Report

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Course: Experiential Entrepreneurship 1(EXE101)

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Project exclusivity: Very high
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Costs: Very high
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Type of supplier: Very high
Nature of products and services provided: High
Ability to collaborate and negotiate: Very high

1.3. Analysis of Porter's Five Forces' Result.

Competitive Rivalry:

Differences between organisations: This nonprofit project still has the potential to compete effectively with other organisations in the same field of pet adoption. For example, we can see:

- Dog and cat rescue stations in Hanoi:

+ Animals Asia.
+ Four Paws Vietnam.
+ Hanoi Agricultural University Animal Rescue Station(VNUA).
+ Hanoi Pet Rescue.
    Other….
- Dog and cat rescue stations in Ho Chi Minh City :
+ Vietnam Animal Foundation (VAWA).
+ Yeudongvat Foundation (YDV).
+ Saigon Animal Rescue (SAR).
+ Saigon Time Pet Rescue (SGT). **(2)**
    Other….

These organisations are large-scale, long-standing, and well-established. They have several benefits from being run by the government, especially when it comes to money, since they may raise a lot of money for their initiatives from taxes, state budgets, and other sources. This makes it more likely that the project will have adequate resources to finish and meet its objectives. They also enjoy higher advantages in terms of networks and human resources; the government can assemble personnel for the project from a variety of sectors. This guarantees that the project possesses the knowledge and experience required for its success.

Furthermore, the public has a great deal of faith in these initiatives since the government oversees them directly, which fosters a great deal of trust.This draws in further business and strong support.

Marketing and fundraising: To help the project reach a wider audience and draw in more personnel, the government can offer budget support for its marketing and fundraising initiatives. However, our project can still make use of a variety of communication techniques in terms of marketing. Social media sites like Facebook, Instagram, TikTok, and the lately trending Threads, which have garnered a lot of attention, are used by a lot of individuals nowadays. As a result, our project can use these channels to further its marketing efforts. The existence of a large number of influential KOLs and KOCs can be utilised by working together to increase the effectiveness of our communication activities.

Sponsorship and community support: Government-managed initiatives are likely to obtain finance through a number of sources and have significant support from a variety of sources. For these projects to be sustainable, this is quite advantageous. This presents a problem for our project since we have to look for funding and investments from sponsors and benefactors.

Efficiency and management procedures: When a project is established, its activities and management approaches vary. Large operational models are used in government-managed initiatives. For instance, in its early years, the "Vietnam Animal Welfare Association (VAWA)" engaged in a wide range of activities on a very large scale, including:

+ Continuing to strengthen the organisation, the association has basically completed its regulations (including the Executive Committee regulations, Standing Committee operations regulations, financial regulations, seal usage regulations, and the regulations of the association's subordinate committees).
+ Organised cold weather protection for buffaloes and cows in Loc Binh, Lang Son on January 24, 2019.

+ The Standing Committee received Mrs. DORA and the French dog and cat protection organisation in July 2019 in Hanoi.
+ Organised animal welfare training classes for deer antler cutting in Huong Son district, Ha Tinh province in 2019 and 2023.
+ Compiled materials on animal welfare and conducted training on animal welfare in several provincial veterinary sub-departments.
+ Successfully organised the second term congress of the Vietnam Animal Welfare Association (2023-2028).
+ Provided training for veterinary officers and livestock farmers on animal welfare.
+ Provided consultation and support for farms to achieve Humane Certification.
+ Training and supporting certification for farms to meet the Minimum Standard of Animal Welfare Certification.
+ Developing training materials and handbooks on animal welfare for farm animal groups.**(3)**

The project is set up to run precisely and methodically, handling every task in accordance with a set of guidelines.

On the other hand, our project is more limited in scope. As a result, the activities will vary. All activities are conducted here because the project is centred in HCM, and events are planned to disseminate information about pet care in a more narrowly focused manner. This enables our project to pinpoint a more narrowly focused target market, hence growing our clientele over time.

Threat of New Entrants:

The first step is to establish a brand because the non-profit initiative "Care for Pets" requires a significant amount of funding to launch. The expenses for amenities come next. Long-running pet care businesses or projects will be less expensive than those started by newcomers. Consequently, this may be regarded as the project's most concerning feature. Subsequently, the project's knowledge and competence ran into issues in the first phase, necessitating a careful selection of locations to assist with the children's care and well-being. particularly with reference to the laws and government rules pertaining to the creation of this project, such as pet facilities that adhere to safety, hygienic, and animal care standards.And an operating licence is required.**(4)**

Threats of Substitution:

Nowadays, many pets are abandoned, which is why adopting and taking care of them is not difficult. However, there must still be facilities and a team of doctors and nurses to provide care. It is necessary to provide specific plans for the project in the most detailed manner and the project must clearly understand its competitors to introduce innovation to the project. Find food suppliers, as well as cooperate with veterinary stores that have reasonable prices, so that every customer can choose and use their services instead of other competitors.

Buyer Power:

First, it is necessary to clearly determine which customer groups will have the most potential in adopting, so that they can clearly understand what their adoption needs are, and avoid adopting with bad intentions. And analyse the possibility that customers can use the service. And consider how other organisations in the same industry are operating, comparing prices and service quality. For the project, we will consider what we should fix and what we should expand so that customers can prioritise choosing our services. Customers using the service will be taken care of and will then receive dedicated support if they encounter any problems.

Supplier Power:

Need to find a golden sponsor for this project, because this non-profit project depends entirely on the sponsor, that is why finding a sponsor is very important, helping the project develop more in the future. And present the project plan in detail so that the sponsor has a more objective view and long-term cooperation. Identify potential suppliers for other issues such as healthcare, food supply to support the project. **(5)**

2. Understanding Competition.

2.1. State your start-up & product/service idea.

2.2. S.W.O.T Analysis of your Start-up.

Strengths	Weaknesses
● Community, non-profit project. ● Humanitarian mission, positive impact on society. ● Support and encouragement from organisations and individuals. ● Use technology and communication to make it easier to access, connect and use. ● Reduce overcrowding, connect with adopters easily. ● Monitor the situation, support each other between adopters and animal rescue stations. ● Reputable partner with long-term experience.	● Education and awareness of the community is not strong enough. ● Difficulty in finding sponsors. ● Depending on community support. ● Connect with animal shelters and adopters.

Opportunities	Threats
● There are more and more dog and cat rescue organisations being established across the country. ● Awareness and education about animal love are being raised in the community. ● The development of media and social networks, many campaigns on dog and cat protection, reach many people.	● Limited financial resources. ● Many dog and cat rescue stations are not reputable, causing an overall impact on the entire industry.

2.3. Analysis of S.W.O.T.

2.3.1 Strengths.

Community, non-profit project: application created to connect efforts between abandoned pet locations, finding new owners, new homes for abandoned pets. This is a non-profit project, contributing to reducing the number of stray pets and lack of care. Raise public awareness of maternal care and protection, while encouraging compassion and social responsibility.

Humane mission, positive impact on society: Ensuring abandoned pets receive the medical care, nutrition and attention they need. Help limit the spread of disease in the community and ensure pets receive timely care and treatment.

Support from organisations and individuals: an application known as a non-profit organisation will make it easier to build trust from the community and donors, because everyone knows that Donations and funding will be used entirely for the care and protection of pets. Create opportunities for businesses and individuals to demonstrate social responsibility through sponsoring or participating in project activities.

Using technology and communication, making it easy to access, connect and use: the project uses mainly a web platform to properly connect with other social networks, spreading messages and campaigns. dangerous, communication campaign closer to everyone; Create an online community for pets lovers to share experiences, stories and information about adoption and veterinary care.

Reduce overcrowding, connect with adopters easily: According to preliminary statistics of VnExpress, there are currently about 30 rescue stations nationwide, most of them concentrated in Hanoi and Ho Chi Minh City. The biggest difficulty of these stations is the lack of captive space, and not ensuring enough funding and resources to save more

individuals from slaughterhouses for care and wound recovery. **(6)**The website will help reduce this situation by calling for support or finding adopters more easily.

Monitor the situation, provide mutual support between adopters and animal rescue stations: the application helps facilitate families and individuals to find new companions, monitor and share knowledge about Veterinary care and feeding to better help adopters.

Reputable partners with many years of experience: the website will combine with reputable abandoned dog and cat rescue stations with many years of experience, ensuring the support and assistance of organisations and individuals that will use them. right purpose.

2.3.2 Weakness.

Education and awareness of the community is not strong enough: The trend of raising pets is quite popular in Vietnam, however, there are many cases where pet owners only have temporary hobbies, leading to irresponsibility and abandonment. Lack of care leads to care centres being overloaded and lacking operating capital. There are people who adopt dogs and cats from rescue stations for the sole purpose of slaughtering or reselling to stores. **(7)**

Difficulty in finding sponsors: initially as a newly established website it will be difficult to find funding.

Dependent on support from the community: the website operates mainly based on funding sources from individuals, businesses, or charitable foundations. These sources of funding may change over time and do not guarantee long-term stability, which can cause disruption in operations and make it difficult to make long-term plans.

Connect with animal rescue stations and adopters: Finding families or individuals willing and able to care for abandoned dogs and cats from rescue stations can be difficult and time-consuming. . Monitoring and updating the post-adoption situation is also a problem that rescue stations have not found a solution to.

2.3.3 Opportunities.

There are more and more organisations and individuals rescuing dogs and cats being established all over the country stemming from the love of animals and the spirit of volunteerism, many 8X and 9X, Gen Z boys and girls has enthusiastically participated in models, projects, and animal rescue stations.**(8)** Most of them are proactive, understand the skills to help, care for and nurture small four-legged friends, and have investments in equipment, facilities and medicine.

Awareness and education about loving animals is being raised in the community: people's awareness in Vietnam is gradually increasing in loving and protecting dogs and cats, more and more people are willing to spend time bringing warm sleep, adequate meals, and attentive care to sick and abandoned dogs and cats.**(9)** The dog and cat trade is also receiving attention and condemnation from society, in which Hoi An is a typical locality that has closed most of the dog and cat meat restaurants, and has closed one of three dog meat restaurants for a long time oldest in the city. **(10)**

The development of media and social networks, many campaigns to protect dogs and cats, reach many people. There are more and more campaigns from brands and NGOs interested in

protecting and caring for abandoned dogs and cats in Vietnam. Outstanding campaigns that attract a lot of attention from young people include: "Joining hands to help stray dogs and cats" by Cocoon vegan cosmetics in conjunction with the Animals Asia Foundation (AAF) **(11)**, Join hands to rescue pets globally through Lalamove's "Happy Footprints" campaign **(12)**

2.3.4 Threats.

Financial resources are limited because they mainly rely on contributions from businesses and individuals, so sometimes the lack of funding causes great obstacles for rescue stations to operate overload. **(13) (14)**
Many dog and cat rescue stations are not reputable, affecting the entire industry. Many dog and cat rescue stations are not licensed to operate, keeping dogs and cats captive in apartment buildings, affecting everyone around them. Most notably, some stations labelled dog and cat rescue but actually sell dogs and cats, causing confusion in public opinion and affecting the entire industry. **(15)**

3. Actionables.

3.1. Market pains & Solutions:

Regarding operating procedures: ensuring operating procedures, pets are brought to the right safe place and are guaranteed to be cared for without having to be adopted and sold at other stores.
Regarding sponsorship: is a quite important issue in this project. It is necessary to identify an exclusive sponsor. For the project to ensure funding.
Regarding performance: building an image for the project to create an impression on customers. Marketing so that the project is more widespread.

3.1.1. Layout how the team is going to use this market research in developing your product/service to solve problems for customers.

Regarding operating procedures:

Identifying Customers' Pain Points: First, we must emphasise the problem of finding the right adopter. In some cases, dogs and cats are adopted but are then taken to places of consumption (dog and cat slaughterhouses). And also the fact that the camp took advantage of sponsors' support to kill dogs and cats and this is a real incident. **(16) (17)**. Second, we will mention the issue of rescue and sponsorship. For most information, rescue camps are always overloaded, and almost not all dogs and cats are adopted after being rescued (there are many dogs and cats), influential causes: appearance, health status, etc.).

Solution Development:

The solution to the first problem is that we all need commitment and follow-up, a solution is to link up with foster members and match the foster with the adopter to monitor the situation, possibly follow up. By taking pictures and recording clips after a month or two to confirm the situation of the adopted children. As for the second idea, there are not too many solutions other than expanding the animal rescue camp, but if we consider the connection, we can link the camps together to expand the scope of activities movement as well as storage volume to reduce overload to rescue and support stations in the area.

Implementation Plan:

1.Search and authenticate.

Step 1: Create a system to register and verify adopters:
Develop an online platform: Build a web or mobile application that allows adopters to register detailed information including (name, address, phone number, and reason for adoption). Check authentication information: verify by calling or visiting directly.
Step 2: Cooperate with Foster members:
Create a foster network of verified and trustworthy people that can assist in tracking adoptions, minimising bad cases.
Step 3: Follow up after adoption:
Within the first 6 months after adoption, the adopter must send information about the adopted babies with photos and videos for 6 months to monitor and confirm the babies' status.

2.Expansion and cooperation with rescue camps.

Step 1: Create a network connecting rescue camps:
Contact rescue camps in the area to build a cooperative network.
Create meetings to exchange resources and provide mutual support.
Step 2: Infrastructure development:
Once the relationship between the camps has been developed, the vamps can be linked together to support and supplement each other's resources.
Raise funds and call for funding from the community or non-profit organisations.

3.Expected Results.

The results achieved will evaluate and reduce the selection of wrong owners for adopted dogs and cats, avoid unwanted cases, as well as avoid some cases where these farms intend to take advantage of talented people support (such as the fact that after adoption, babies are resold or brought into slaughterhouses).**(18)**
Create a community with a wide environment of mutual support to help and develop more.

3.2. Market Fit.

3.2.1. Layout any product/service's improvements/adjustments the team would like to make based on this market research.

Improve pet information and adoption process:

Detailed profile: Provides detailed information about each pet such as age, breed, gender, health status, personality and interests.

High-quality images and videos: Upload clear, attractive images and videos to give users a realistic view of your pet.

Update regularly: Continuously update new information about pets waiting for adoption and successful adoption cases.

Online adoption registration form: Create a simple and easy-to-use adoption registration form, helping users to quickly register information.

Integrated search and filtering tools:

Advanced Search: Allows users to search by criteria such as breed, age, gender, size, and location.

Convenient filters: Provide filters for users to easily find pets that suit their needs and desires.

Reviews and feedback:

Collect feedback: Create tools so users can easily provide feedback about their experience on the site.

Continuous improvement: Based on user feedback, continuously improve features and services to better meet their needs.

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