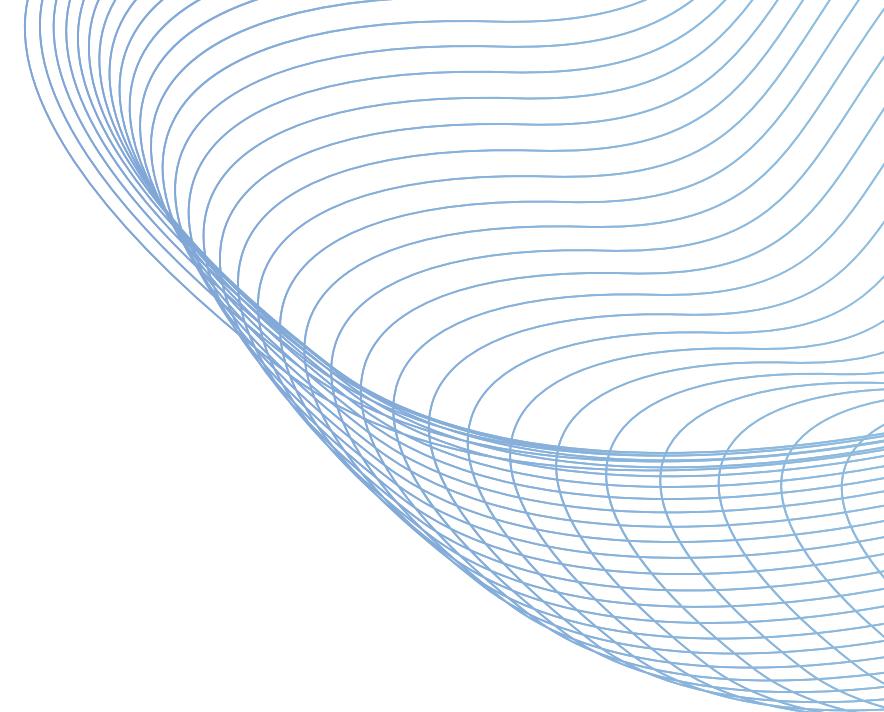


*Checkpoint 2*



# **HOPEFUL TAILS TRUST**

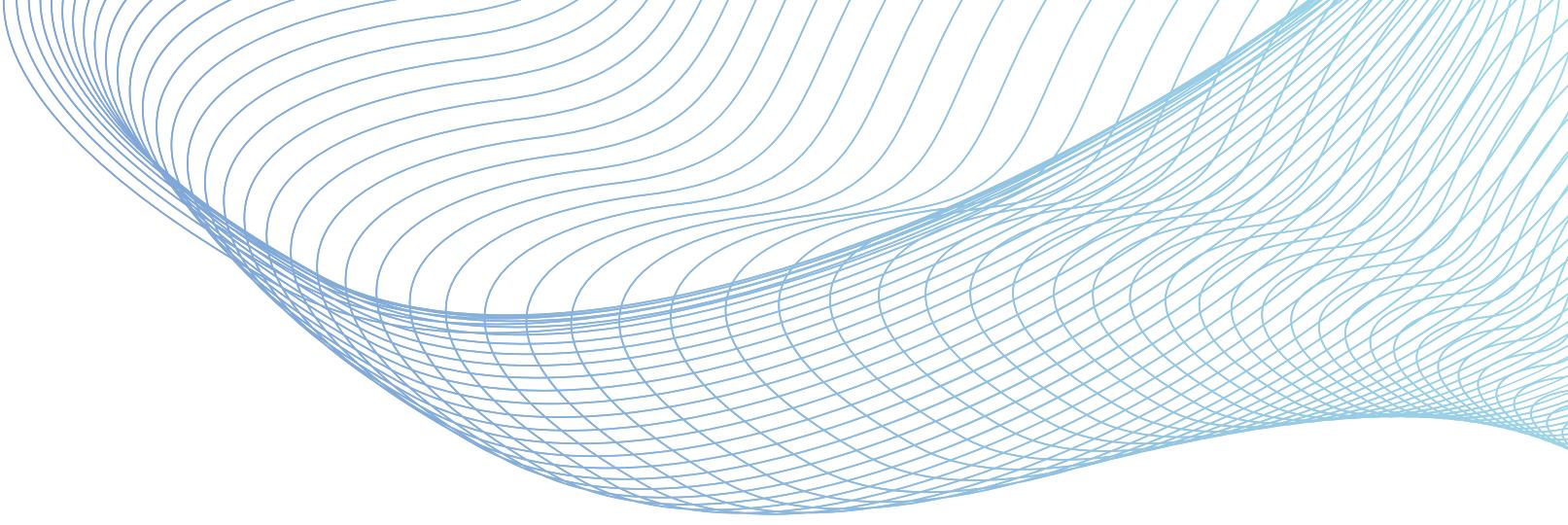
## **-MARKET RESEARCH-**



**TEACHER: NGUYỄN TRẦN LÊ THANH**

# TEAM MEMBER

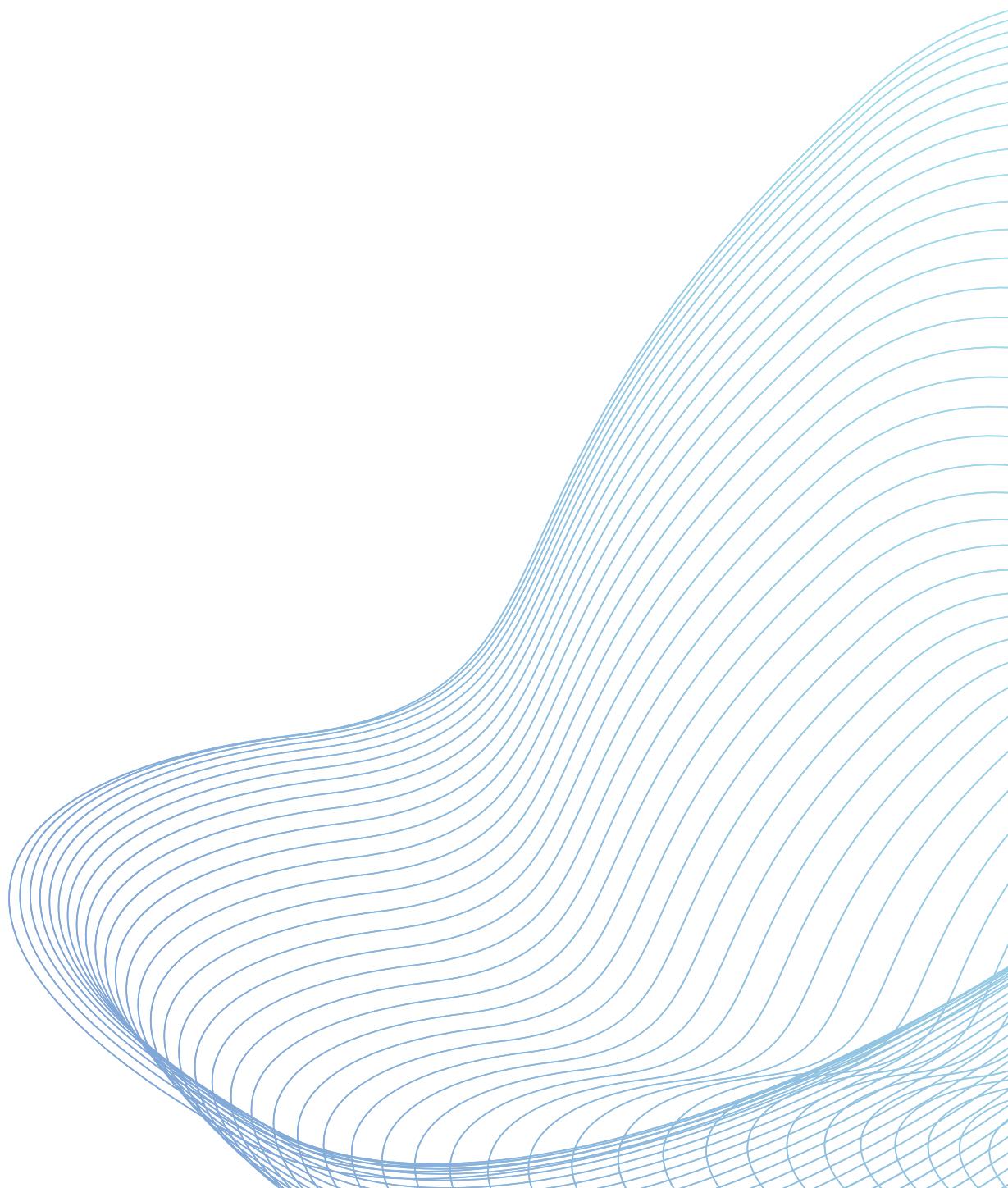
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- 
- **Cao Huynh Anh Kiet:** *Software Engineering* – CEO
  - **Do Tran Lam:** *Software Engineering* – CTO
  - **Nguyen Phuong Linh:** *Digital Marketing* – CFO
  - **Phan Quynh Huong:** *Digital Marketing* – CMO
  - **Nguyen Thu Hoai:** *Graphic Design* – Marketer
  - **Tran Quoc Minh:** *Graphic Design* – Designer

# **TABLE OF CONTENT**

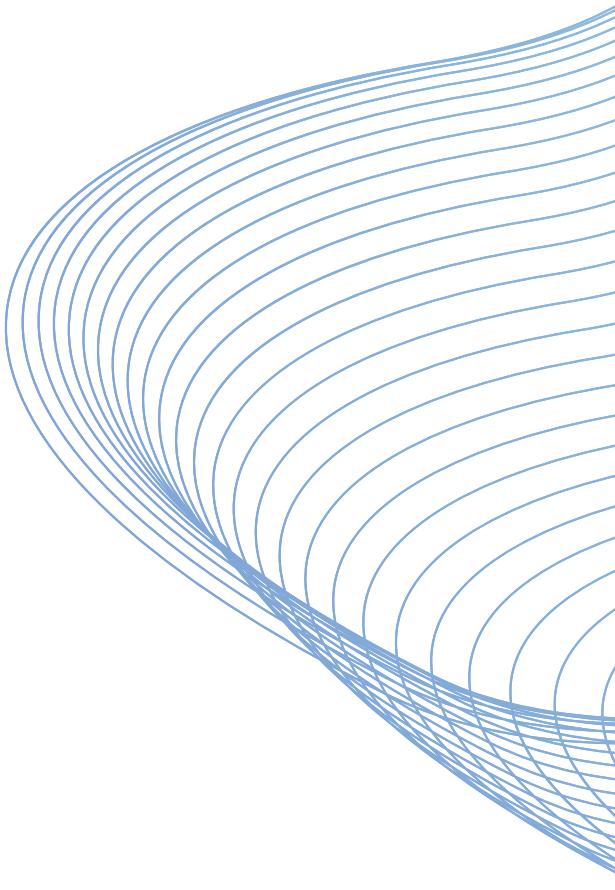
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- 1. INDUSTRY SUMMARISED**
- 2. COMPETITION SUMMARISED**
- 3. BUYERS SUMMARIZED**
- 4. ACTIONABLES SUMMARISED**



# PART 1

# INDUSTRY SUMMARISED



### **Threat of New Entrants**

- Barrier to entry: Very high
- Opportunity to build reputation and brand: Very high
- Legal regulations and policies: Very high
- Competition from existing organizations: Very high

**THREAT OF NEW ENTRANTS**

### **Competitive Rivalry**

- Differences between organizations: High
- Marketing and fundraising: Very high
- Funding and community support: Very high
- Efficiency and management activities: Low

**Competitive Rivalry**

### **Supplier Power**

Supplier type: Very high

Nature of products and services provided: High

Ability to cooperate and negotiate: Very high

### **Threats of Substitution**

- Animal supply: High
- Project exclusivity: Very high
- Price and cost: Very high

**Supplier Power**

**BUYER POWER**

### **Buyer Power**

- Cost: Very high
- Level of customer awareness and interest: High
- Adoption process: High
- Post-adoption services: High

**THREATS OF SUBSTITUTION**

# EXPERT'S INTERVIEW RESULTS

## VETERINARIAN

- Name: Nguyen Ngoc Minh Chau
- Workplace: Hoang Chau Veterinary Clinic-HCM
- Career: Physician assistant and pet care



WE TAKE CARE OF YOUR PETS

THÚ Y HOÀNG CHÂU  
Địa chỉ: -131 Lý Thường Kiệt, p. Dĩ An, tp Dĩ An  
- 8B 20.05 Chung cư Charm Saphire

DỊCH VỤ:

- ✓ Kiểm tra sức khỏe - Điều trị
- ✓ Tiêm phòng bệnh - Tẩy giun định kỳ
- ✓ Phẫu thuật: triệt sản, mổ đẻ khóc, mổ bàng quang...
- ✓ Siêu âm và xét nghiệm
- ✓ Khách sạn / chăm sóc
- ✓ Tắm - Spa

Điều trị tại nhà liên hệ sdt:  
032.588.1239

# EXPERT'S INTERVIEW RESULTS

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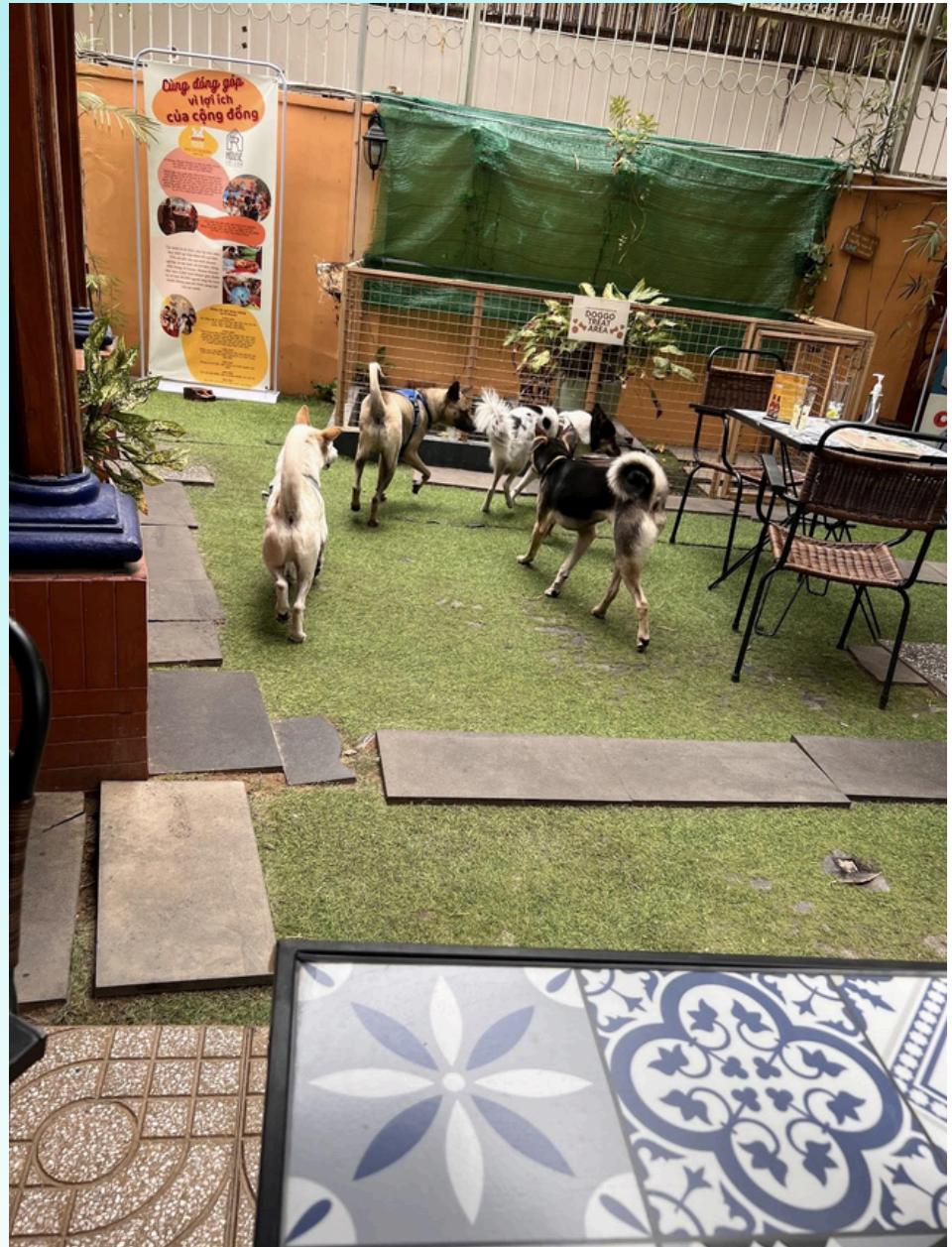
## HOANG CHAU VETERINARY CLINIC-HCM

- Homeless pets brought to store for care: Occasionally
- Condition of those pets: Gradually get better and adopted
- About our project to adopt homeless pets: I really want to cooperate. However, I still have a few personal projects. If I can arrange it, I will contact you

# EXPERT'S INTERVIEW RESULTS

## PET RESCUE COMMUNITY

- Name: R house – Dinner & Lounge



# EXPERT'S INTERVIEW RESULTS

---

## R HOUSE – DINNER & LOUNGE

- **The reason for raising orphaned animals:** A lot of pets being abandoned => Take care of abandoned pets and nurture them
- **Experience in taking care of pets:** We raised dogs, and we took care of them according to what we knew and share our experiences to each other

# EXPERT'S INTERVIEW RESULTS

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## PET RESCUE COMMUNITY

- Cooperate with any party regarding health care for pets: We almost raise them by ourselves
- The funding to raise the pets: Raising fund through our restaurant business. Adding additional services for customers who having pets to take care of them

# EXPERT'S INTERVIEW RESULTS

## PET RESCUE COMMUNITY

- **Experience of adopting homeless pets:** Sue a puppy missing a leg. We has experienced is that Sue's personality and eating habits have become increasingly positive.



# EXPERT'S INTERVIEW RESULTS

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## PET RESCUE COMMUNITY

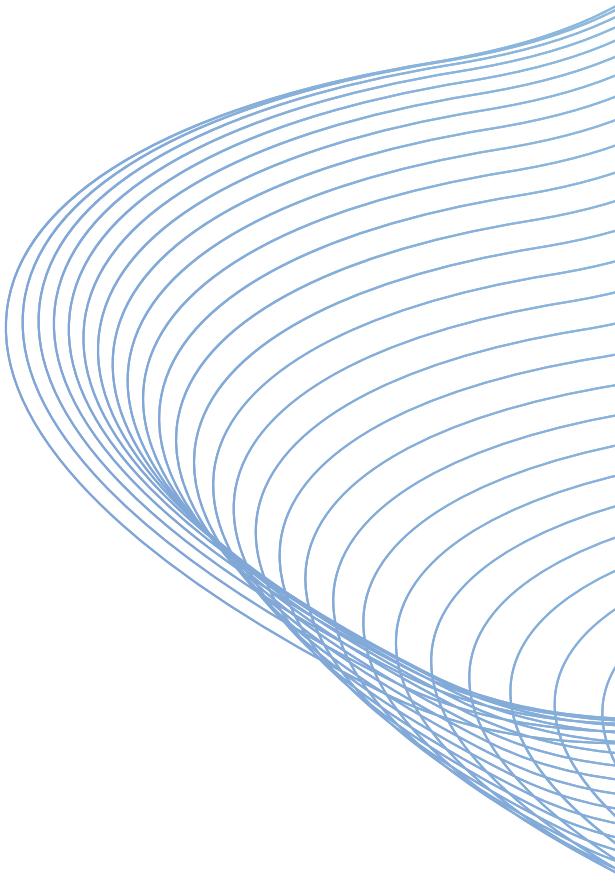
- **Customers adopting pets:**

Regulations are listed:

- 1.Requesting, evaluating, and checking living conditions
- 2.Signing a clear contract
- 3.Periodically monitor the situation of pets
- 4.Have a clear policy on revocation for some case.

# PART 2

# COMPETITION SUMMARISED



# S.W.O.T ANALYSIS

**S**

## Strengths

- Community, non-profit project.
- Humanitarian mission, positive impact on society.
- Support from organizations and individuals.
- Using technology and communication
- Reduce overcrowding, connect with adopters easily
- Monitor the situation and provide mutual support between adopters and animal rescue stations
- Reputable partner with many years of experience

**O**

## Opportunities

- More and more Pet Rescue Organizations are being established all over the country.
- Awareness and education about loving animals is being raised in the community
- The development of media and social networks, many campaigns to protect dogs and cats, reach many people



**W**

## Weakness

- Community education and awareness are not strong enough
- Difficulty in finding sponsors
- Depends on community support.
- Connect with animal rescue stations and adopters

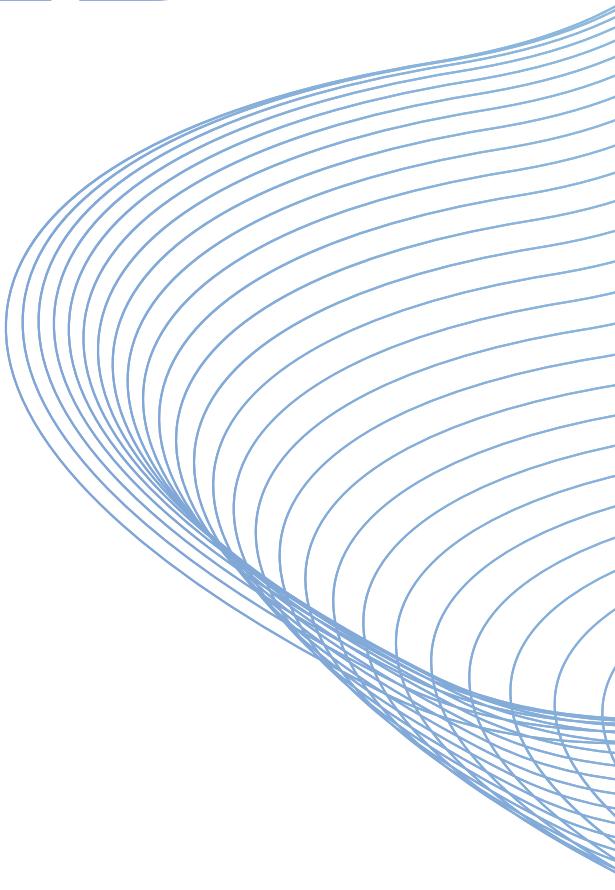
**T**

## Threats

- Limited financial resources
- Many dog and cat rescue stations are not reputable, affecting the entire industry

# PART 3

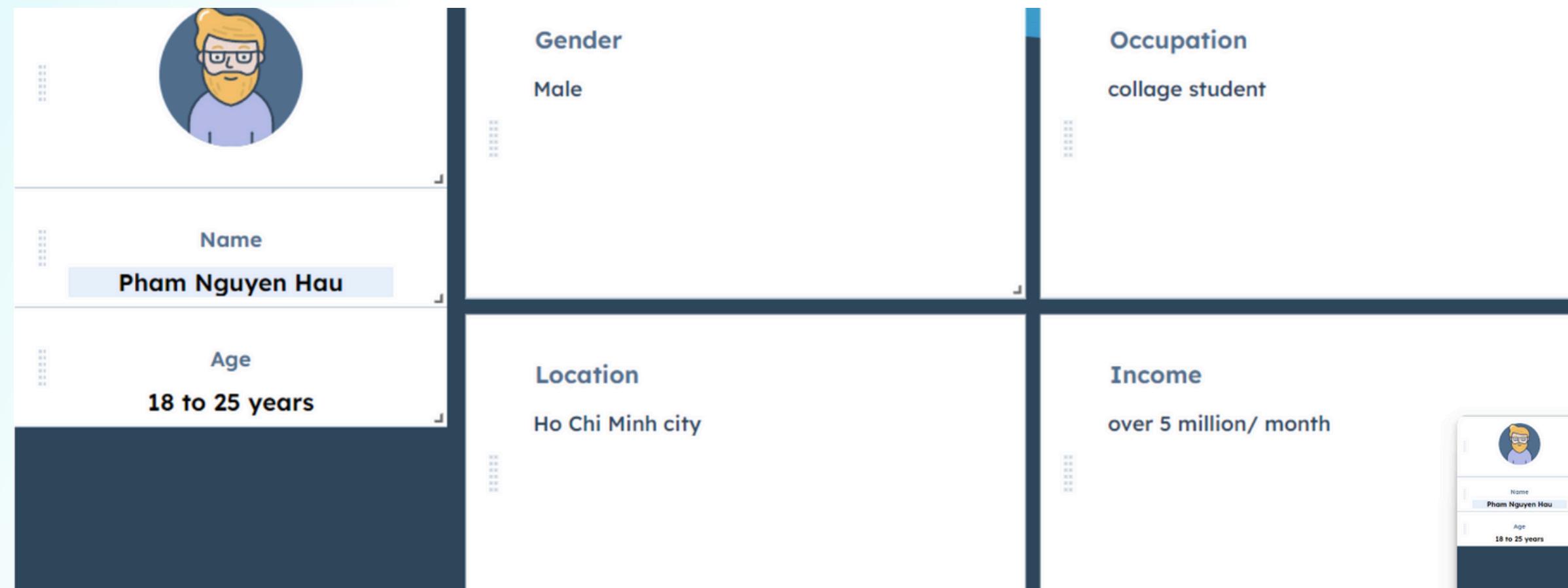
# BUYERS SUMMARIZED



# BUYER'S PERSONAS

## Reason

- About awareness: Realise the severity of missing pets on social networking sites such as Facebook and Instagram.
- Regarding wishes: donating money, supplies (food, utensils) and hope that rescue stations can rescue and resettle stray pets; Spread and share this project.

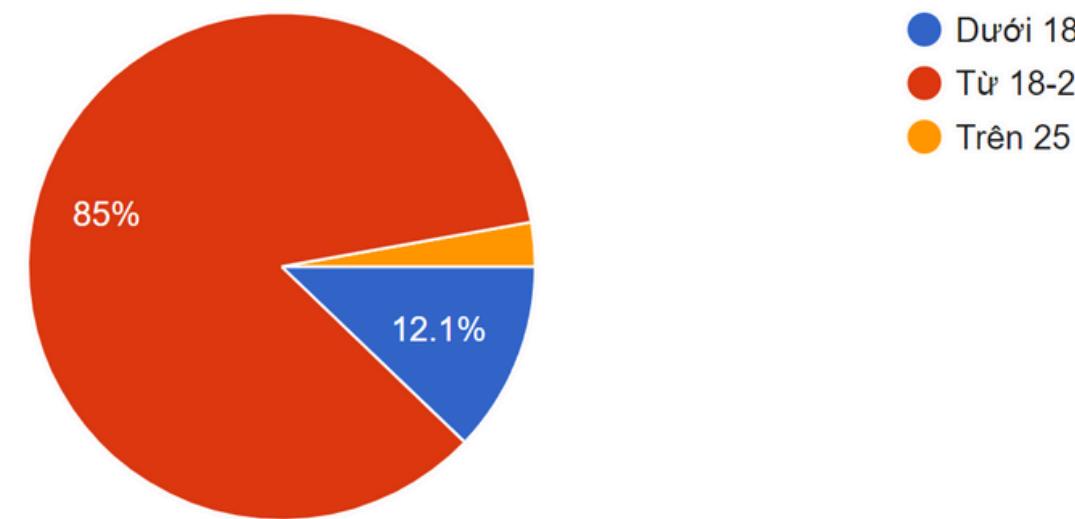


# SURVEYS METHOD & CONCLUSIONS

## Data- Demography

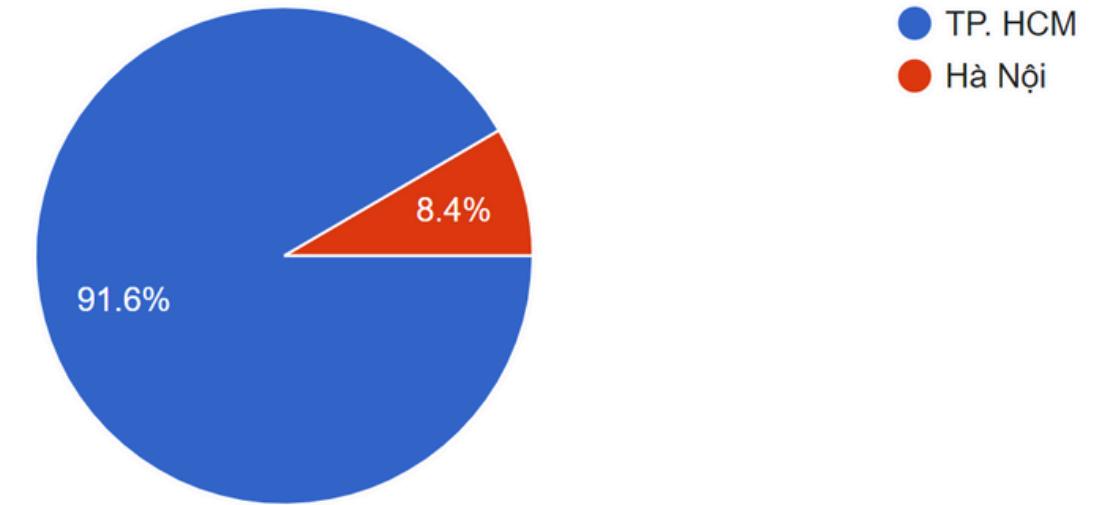
Độ tuổi

107 responses



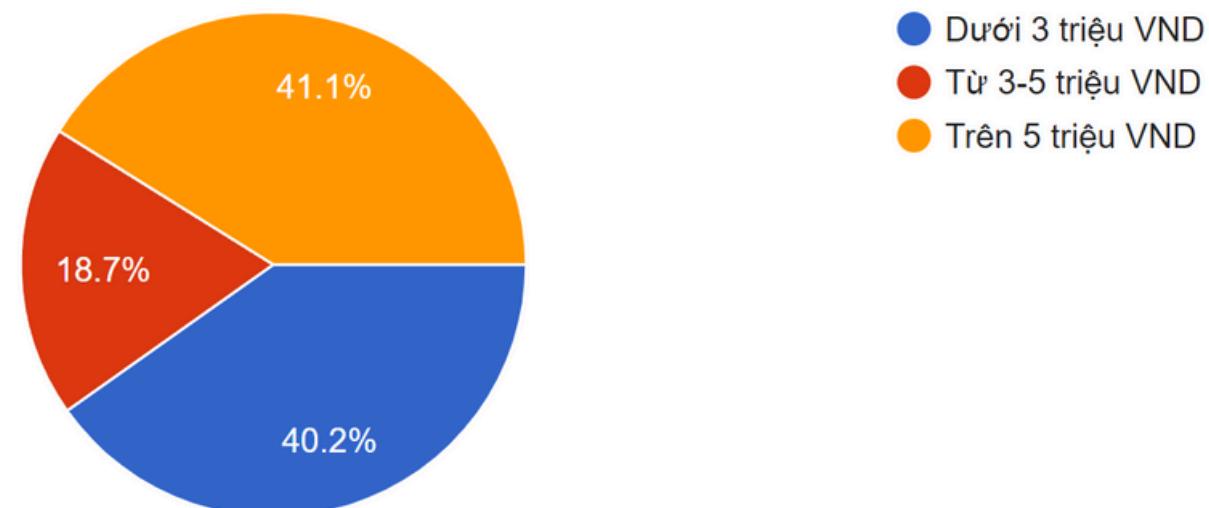
Anh/chị ở khu vực nào?

107 responses



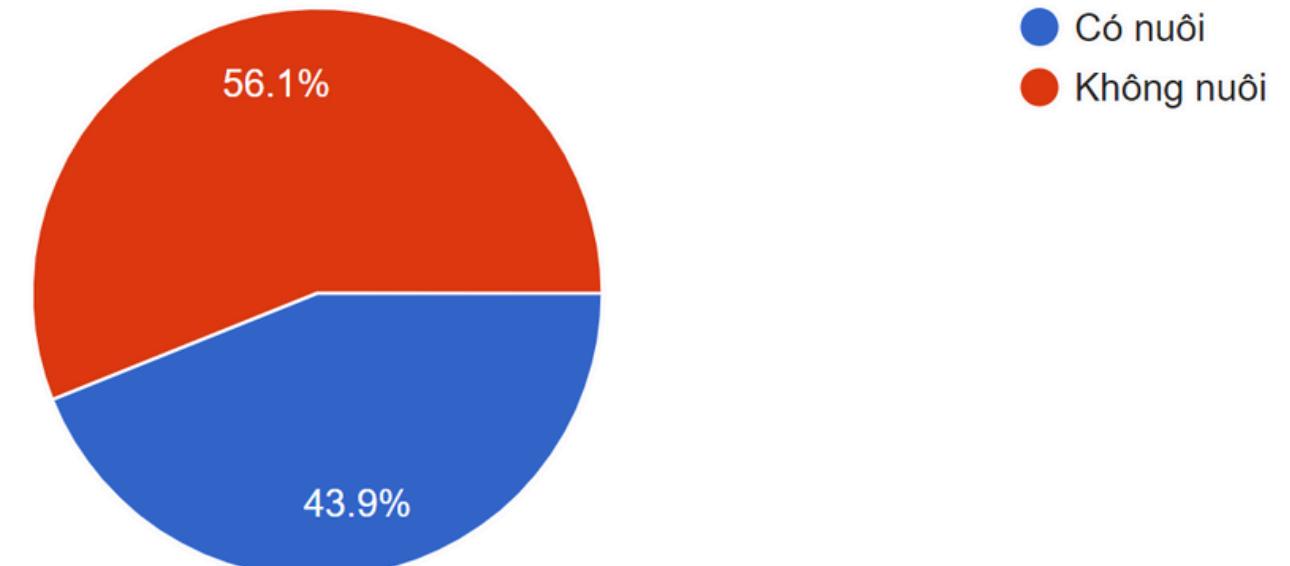
Mức thu nhập hàng tháng của anh/chị là bao nhiêu?

107 responses



Hiện tại anh/chị có nuôi thú cưng không?

107 responses

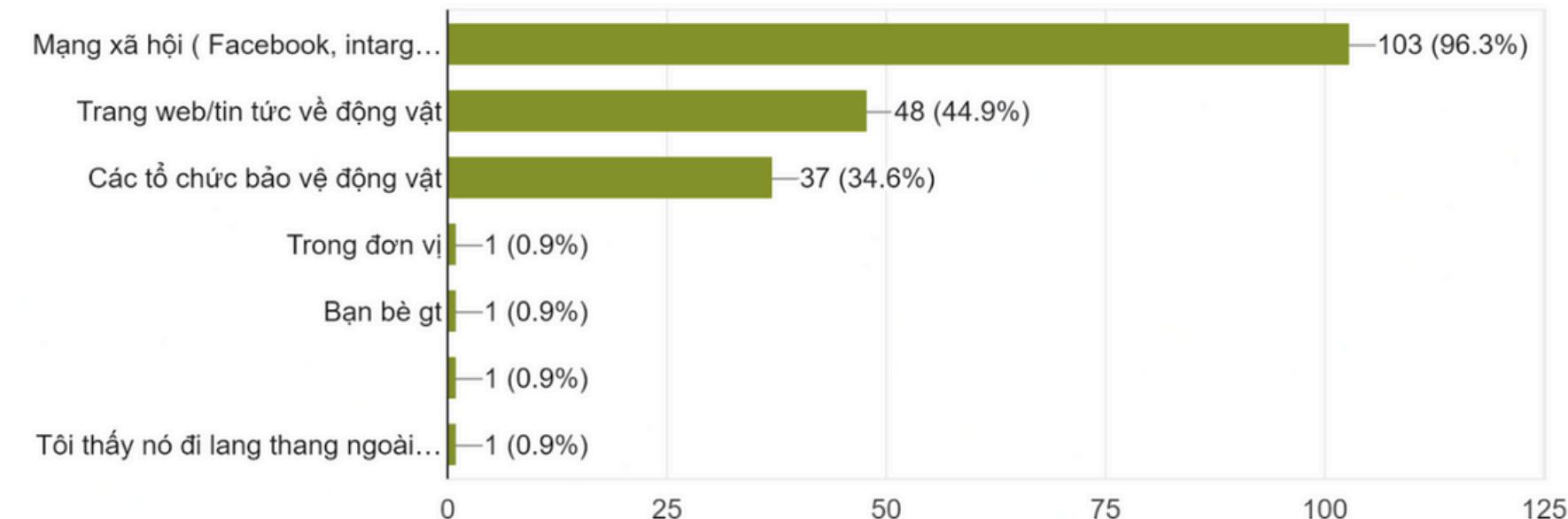


# SURVEYS METHOD & CONCLUSIONS

## Data- Awareness

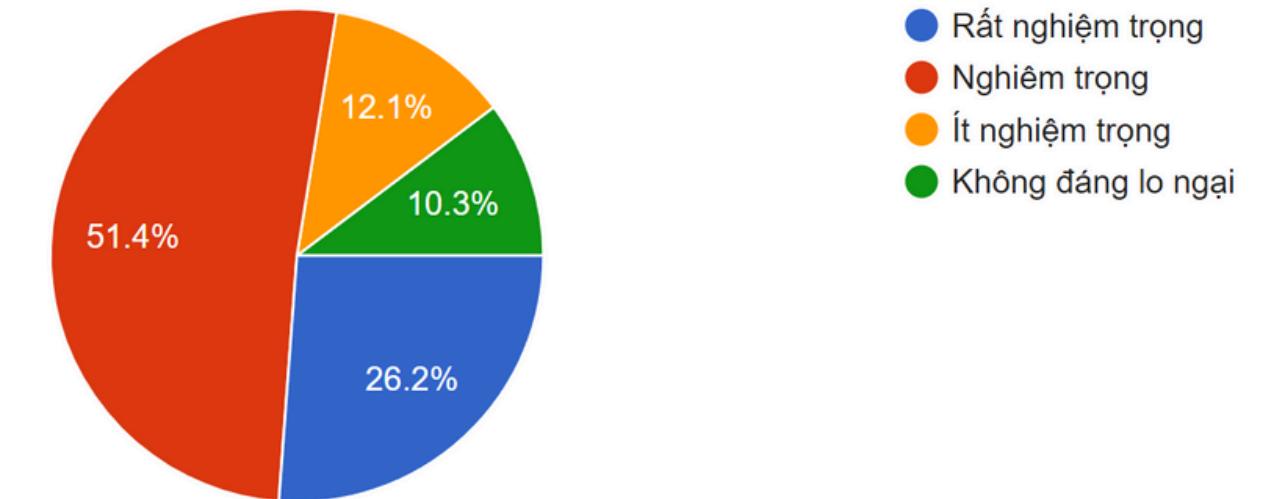
Anh/chị có biết đến thú cưng cơ nhỡ qua những kênh nào không?

107 responses



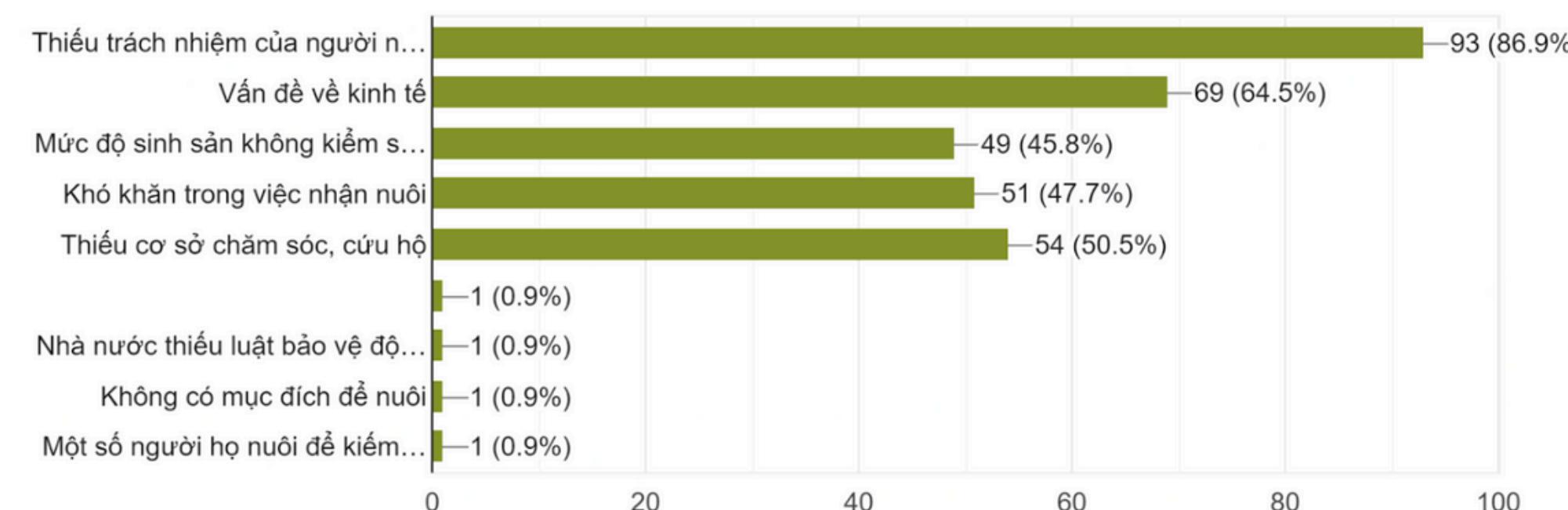
Theo anh/chị tình trạng thú cưng cơ nhỡ hiện nay như thế nào?

107 responses



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

107 responses

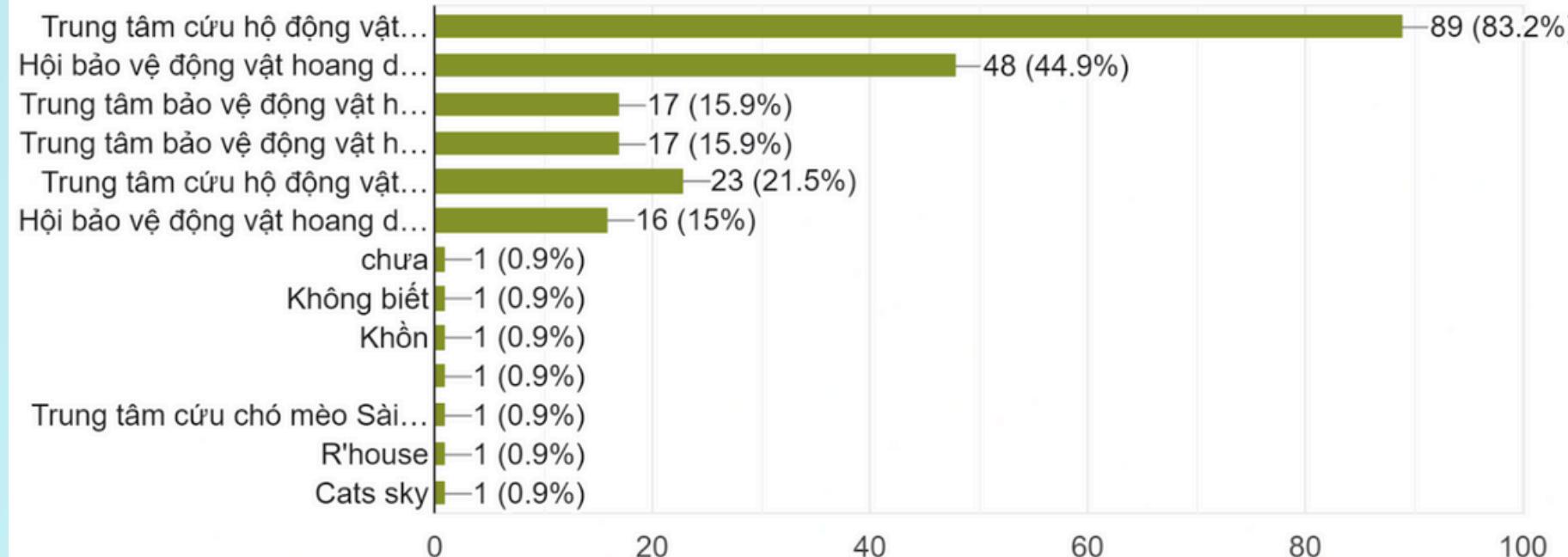


# SURVEYS METHOD & CONCLUSIONS

## Data- Evaluation of the homeless pet community project

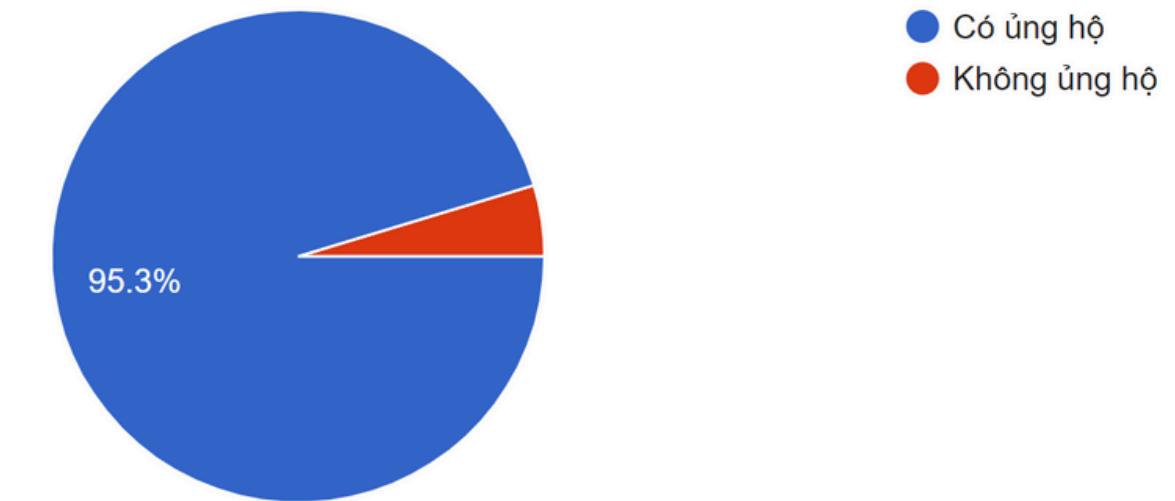
Anh/chị đã từng biết đến những dự án nuôi thú cưng cơ nhỡ nào dưới đây chưa?

107 responses



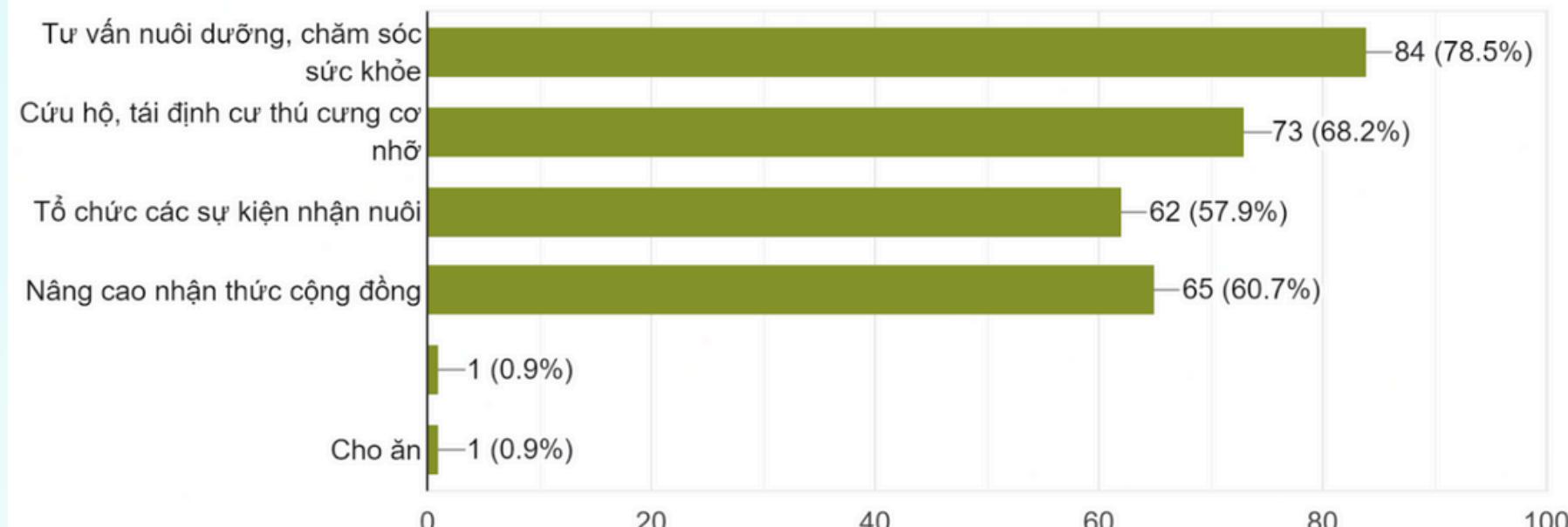
Nếu chúng em tạo ra dự án cho việc nuôi thú cưng cơ nhỡ anh/chị có ủng hộ không?

107 responses



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

107 responses

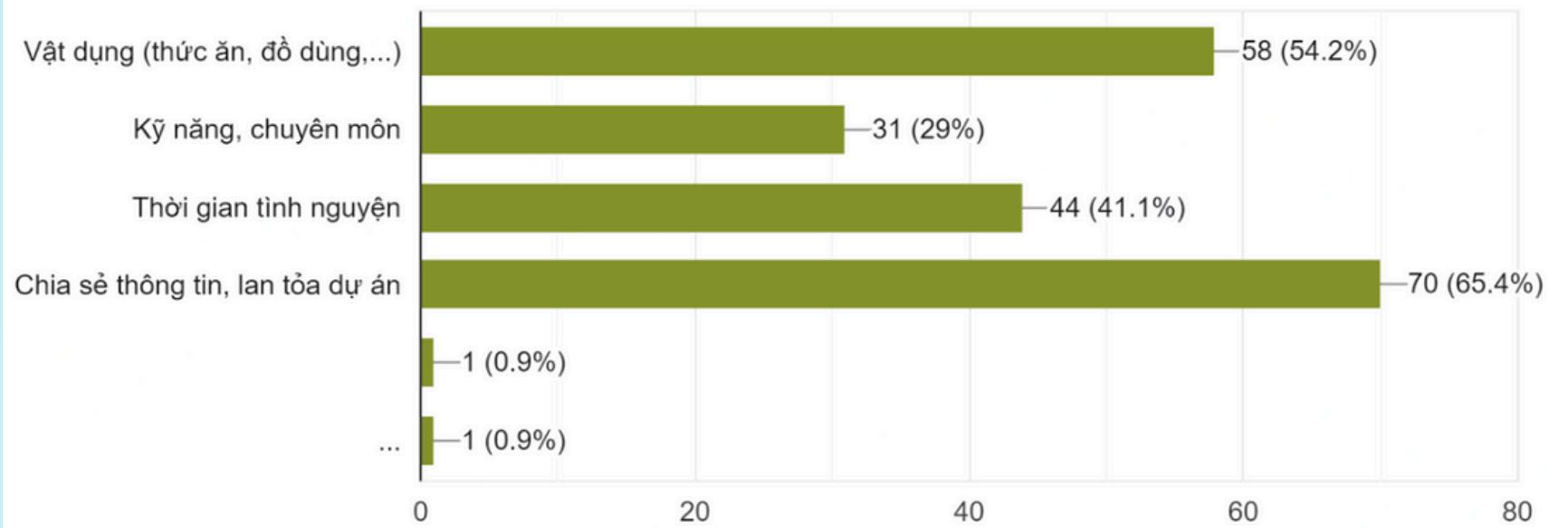


# SURVEYS METHOD & CONCLUSIONS

## Data- Evaluation of the homeless pet community project

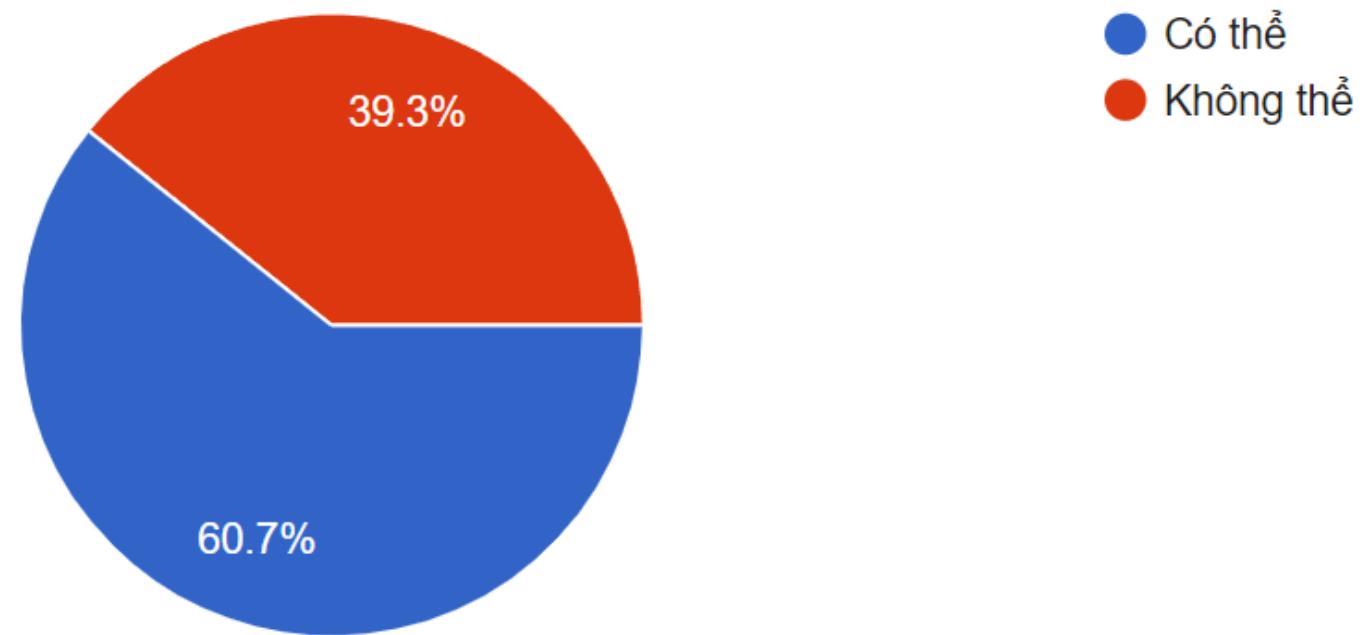
Anh/chị có thể đóng góp những điều nhỏ nào cho dự án không?

107 responses



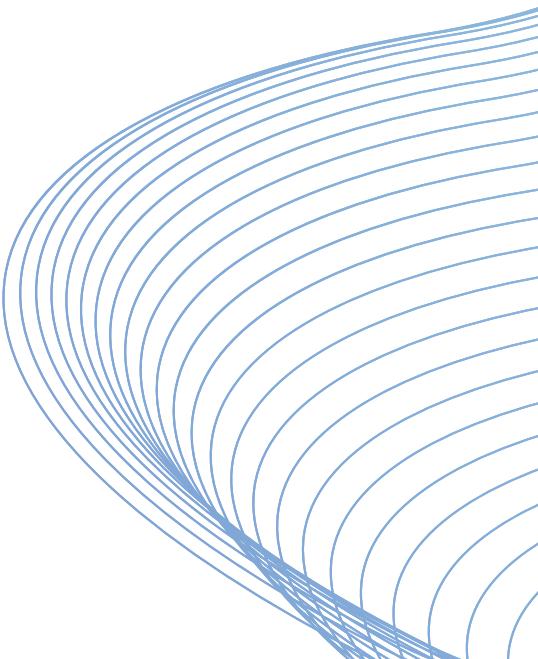
Nếu được anh/chị có muốn nhận nuôi những vật nuôi này không?

107 responses



# PART 4

# ACTIONABLES SUMMARISED



# **MARKET PAINS & SOLUTIONS**

---

**Regarding the operating process:** ensuring the operating process, the pets are brought to the right safe place and are guaranteed.

**Regarding funding:** is a quite important issue in this project. It is necessary to identify an exclusive sponsor. For the project to ensure funding.

**Regarding operational performance:** building an image for the project to create an impression on customers.

# MARKET PAINS & SOLUTIONS

- **About the operating process:** Identify Customer Pain Points
- **Solution Development:** We all need a commitment and follow-up, a solution is to connect with foster members and match fosters with adopters to monitor the situation. , can be monitored by taking pictures and recording clips after a month or two to confirm the situation of the adopted children.
- **Animal rescue camp:** Link the camps together to expand the scope of operations.

# Implementation Plan

## 1. Search and authenticate:

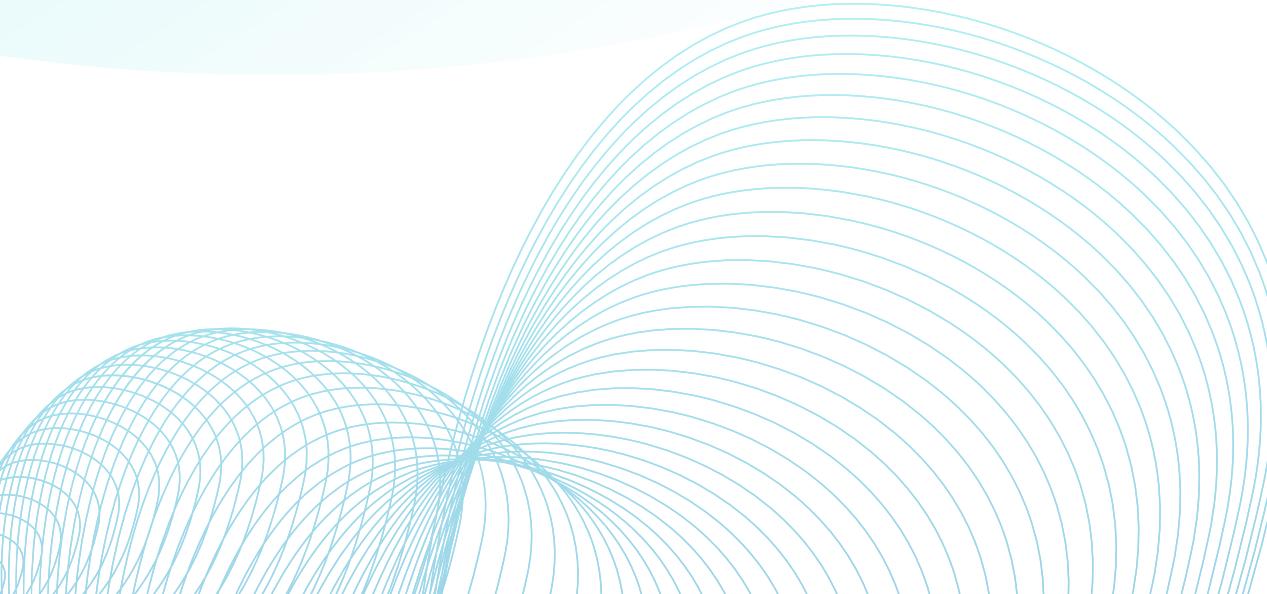
- Create a system to register and verify adopters.
- Cooperate with Foster members
- Follow up after adoption

## 2. Expand and cooperate with rescue camps:

- Step 1: Create a network connecting rescue camps
- Step 2: Infrastructure development
- Expected results:
  - The results achieved will evaluate and reduce the choice of wrong owners for adopted dogs and cats, avoid unwanted cases, as well as avoid some cases where these farms intend to take advantage.

# MARKET FIT

- Improve pet information and adoption process
- Integrated search and filtering tools
- Reviews and feedback



# **THANK YOU FOR LISTENING!**

