



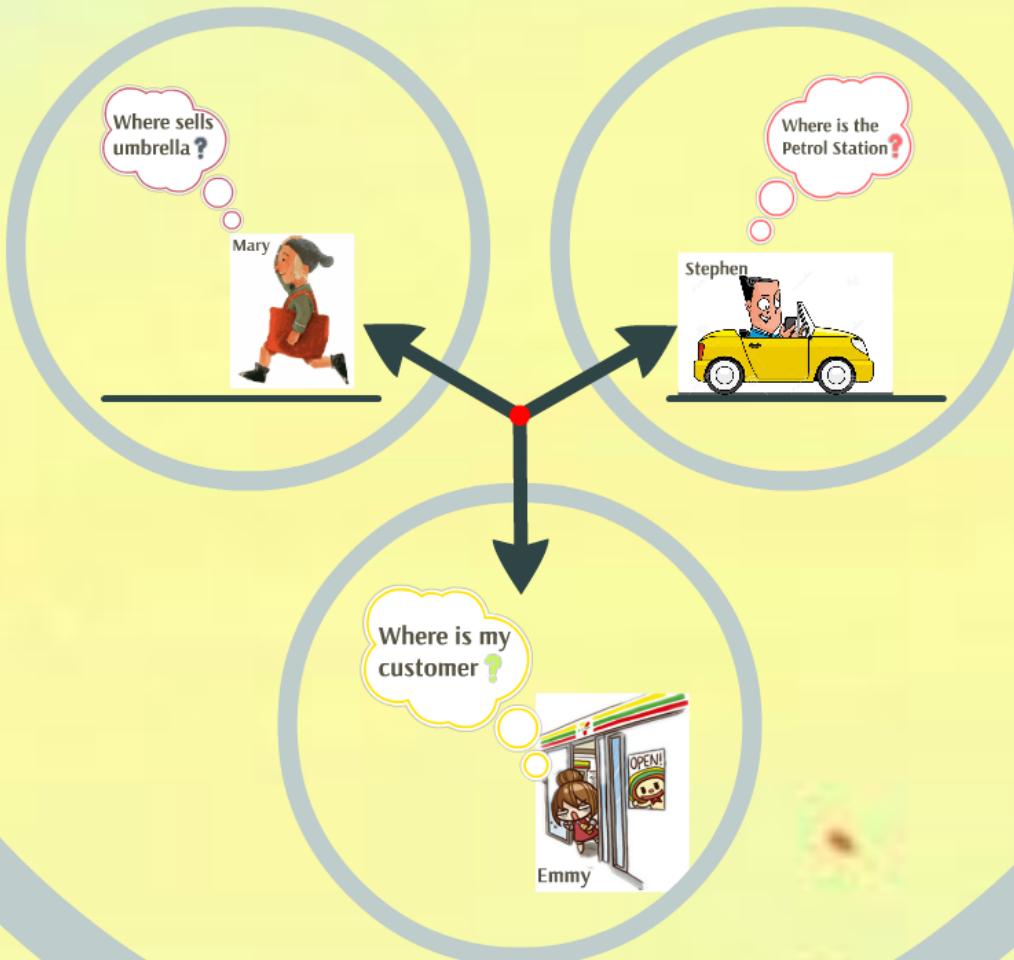
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SOOSOKAN



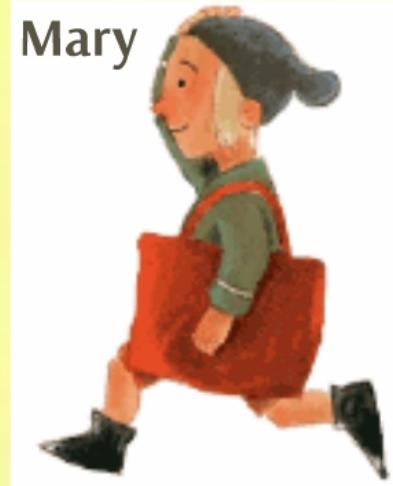
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WHAT'S IN SIGHT ?



Where sells
umbrella ?

Mary



Where is the
Petrol Station?

Stephen

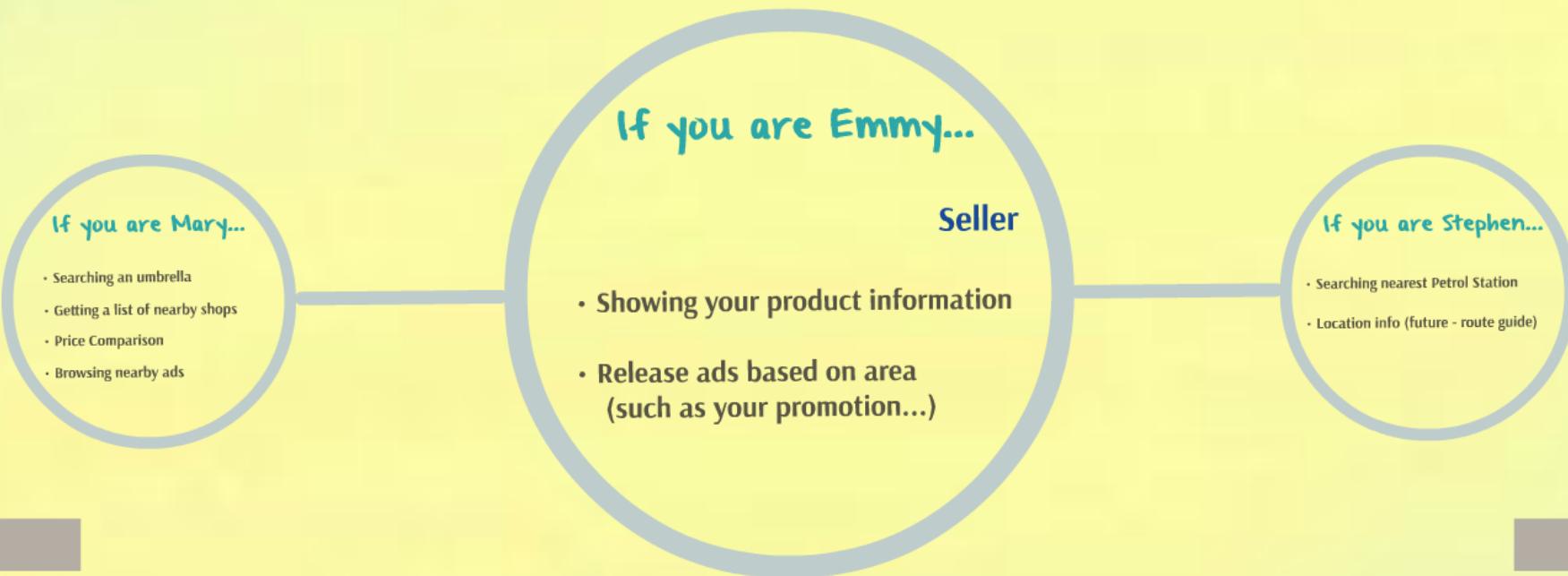


Where is my
customer ?



Solution - "Soosokan" !

- Eco-system based on geographic location (mobile app is one channel)
- Combines the offline retailer with online information retrieving



If you are Mary...

- Searching an umbrella
- Getting a list of nearby shops
- Price Comparison
- Browsing nearby ads

If you are Stephen...

- Searching nearest Petrol Station
- Location info (future - route guide)

If you are Emmy...

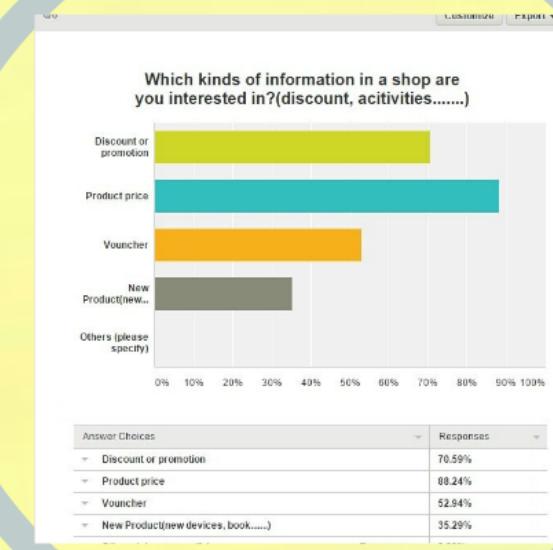
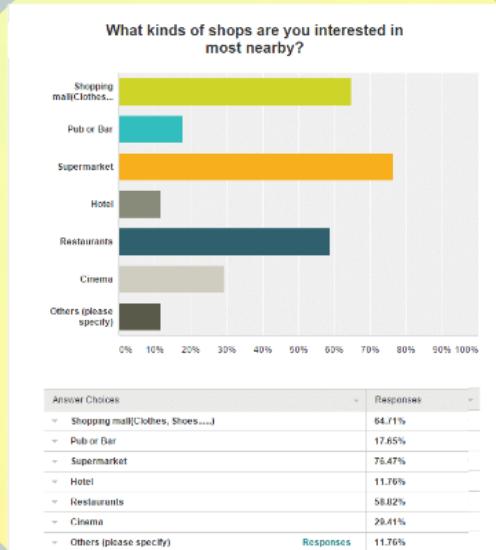
Seller

- Showing your product information
- Release ads based on area
(such as your promotion...)

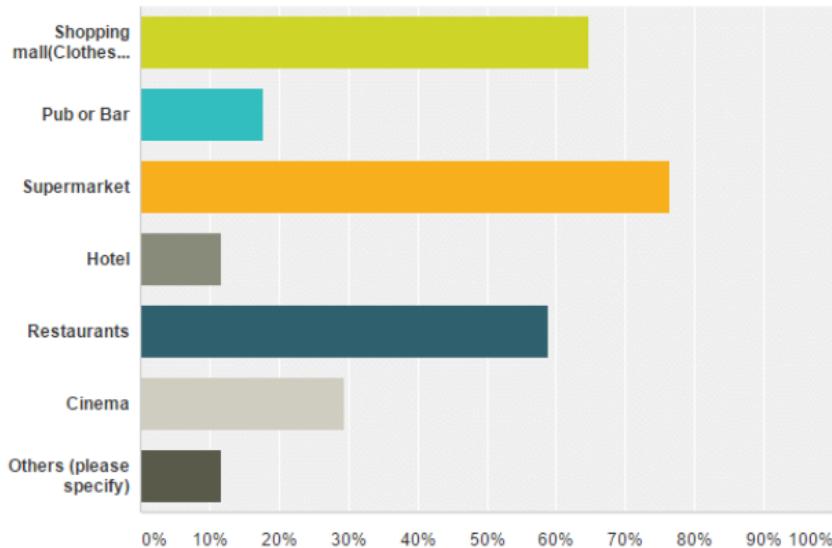
Architecture



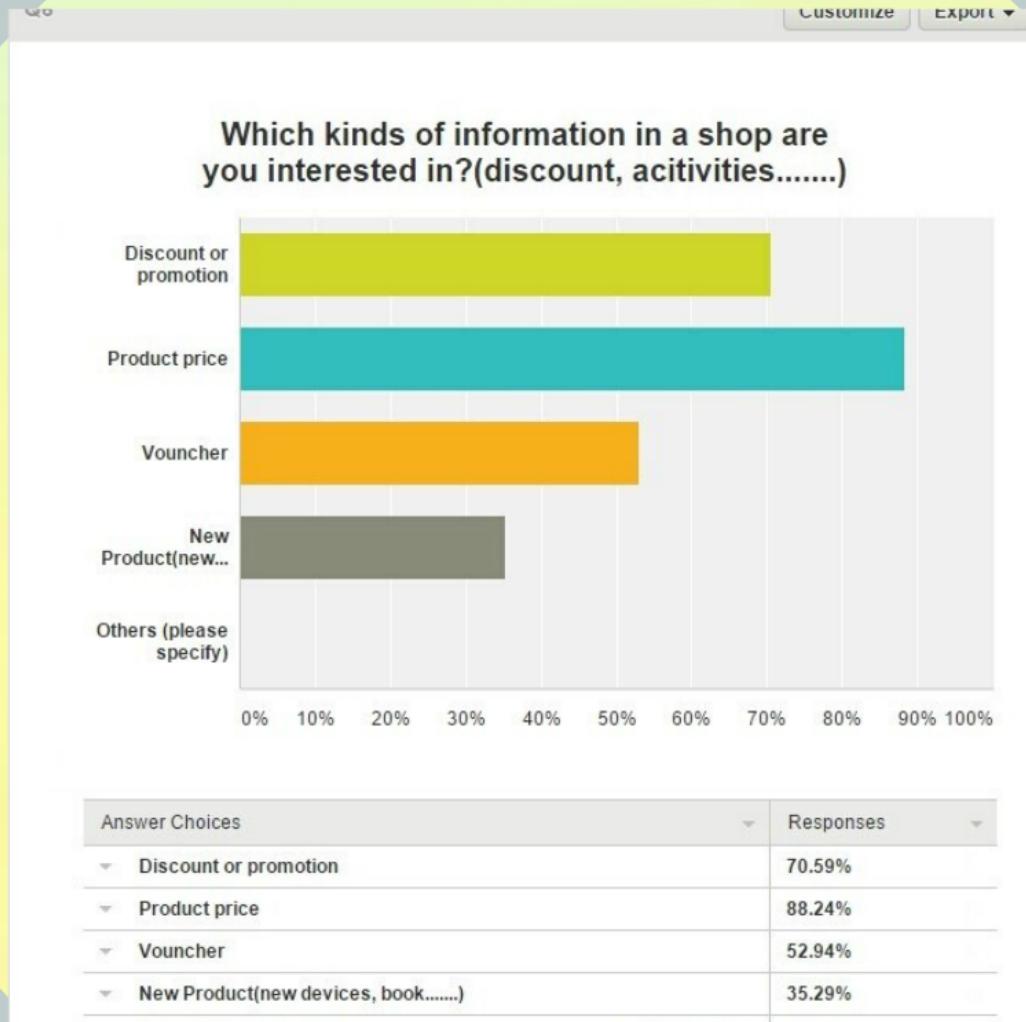
Questionnaires



What kinds of shops are you interested in most nearby?



Answer Choices	Responses
Shopping mall(Clothes, Shoes.....)	64.71%
Pub or Bar	17.65%
Supermarket	76.47%
Hotel	11.76%
Restaurants	58.82%
Cinema	29.41%
Others (please specify)	11.76%



What can we provide ?

To Users

- **Search function**
 - Distance
 - Product price
- **Advertisement function**
 - Discount information
 - Promotion information

To Sellers

- **Explore new users**
 - Enable more users find shops
- **Improve competitiveness**
 - Highlight the advantages of goods, such as
 - Close distance
 - Cheap price
 - Further discount
 - Cost-effective promotion

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Selling Points



Features:

- Improved web.
- Integration service.
- Multiple search.
- Sorting
- Without delivery

Competitions

competitor	We Do equally	They do better	We do better
 tripadvisor®	<ul style="list-style-type: none">•Search tourist attractions, hotels, and restaurants in a district.	<ul style="list-style-type: none">•Area-specific service.	<ul style="list-style-type: none">•Multi-search•Integrated service
DoneDeal.ie	<ul style="list-style-type: none">•Adverts display and comparison•Adverts “Bump to top”	<ul style="list-style-type: none">•Many users and items.•Focus on Adverts•Online purchase	<ul style="list-style-type: none">•Precise GPS-based adverts search and sort.•Active adverts•Without delivery.

Marketing Plan



Operations

Focus on London
Period: 6 months

Period: 12 months
•Population: 64.1 million
•Real Shop: Appr. 281,930 (most are small shops)

U.K

Germany, EU, etc

Ex. Germany

•Population: 80.1 million

Financial Forecast

How to charge users?

- Consumers:
Free
- Sellers:
 - Membership fees: £0.1/item
 - Advertising fee:



Cost

- Promotion Fee
- Technology Support

Forecast



Financial Projection

- Start-up funds required: £100,000
Giving 15% - 20% in stock
- Investment will be worth
 - Year1 £300,000
 - Year2 £600,000
 - Year3 £1,000,000



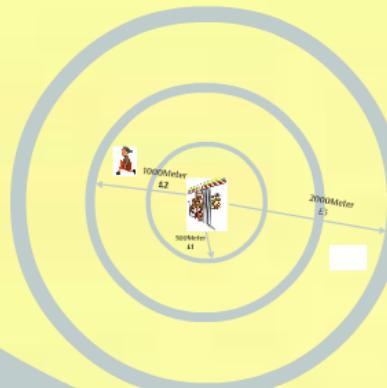
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500Meter £1
1000Meter £2
2000Meter £3



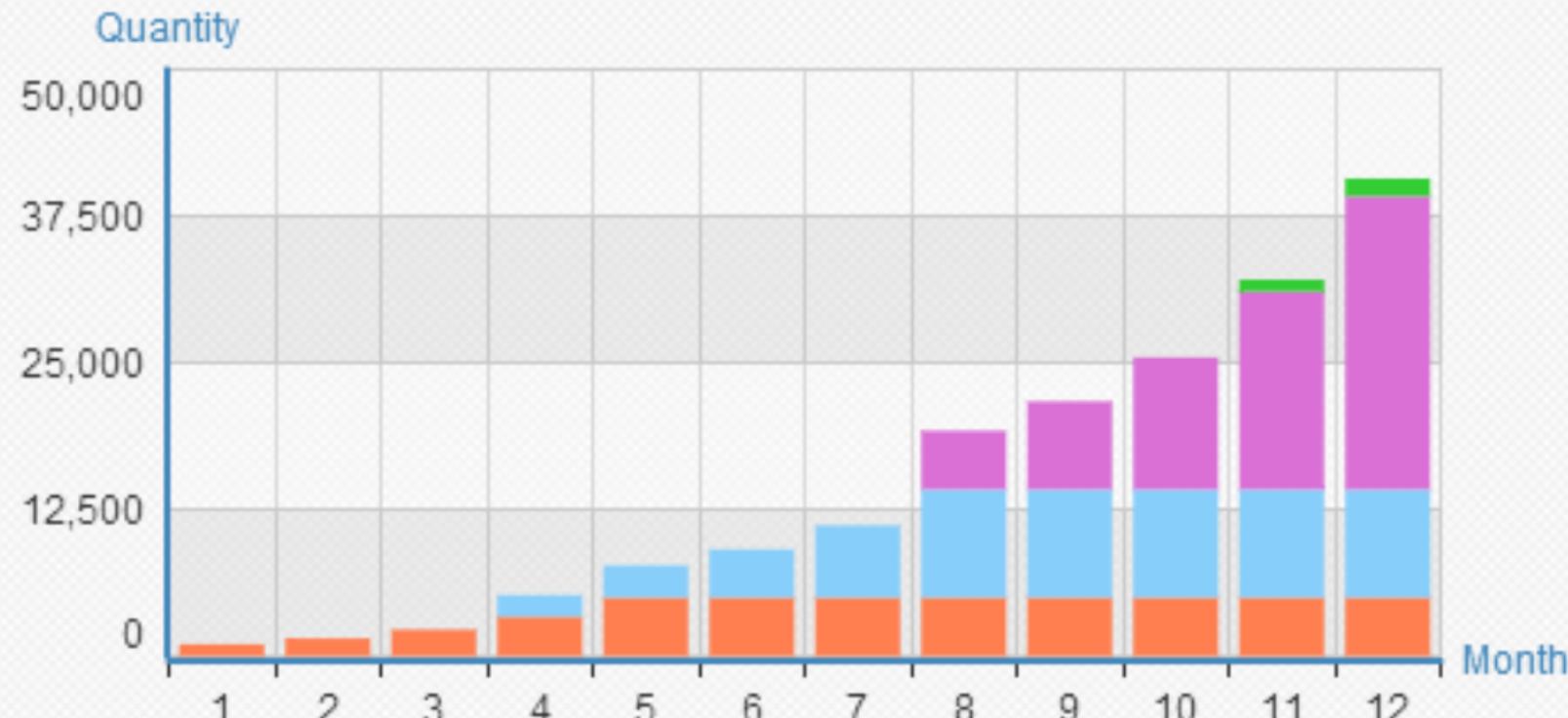
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Cost

- Promotion Fee
- Technology Support

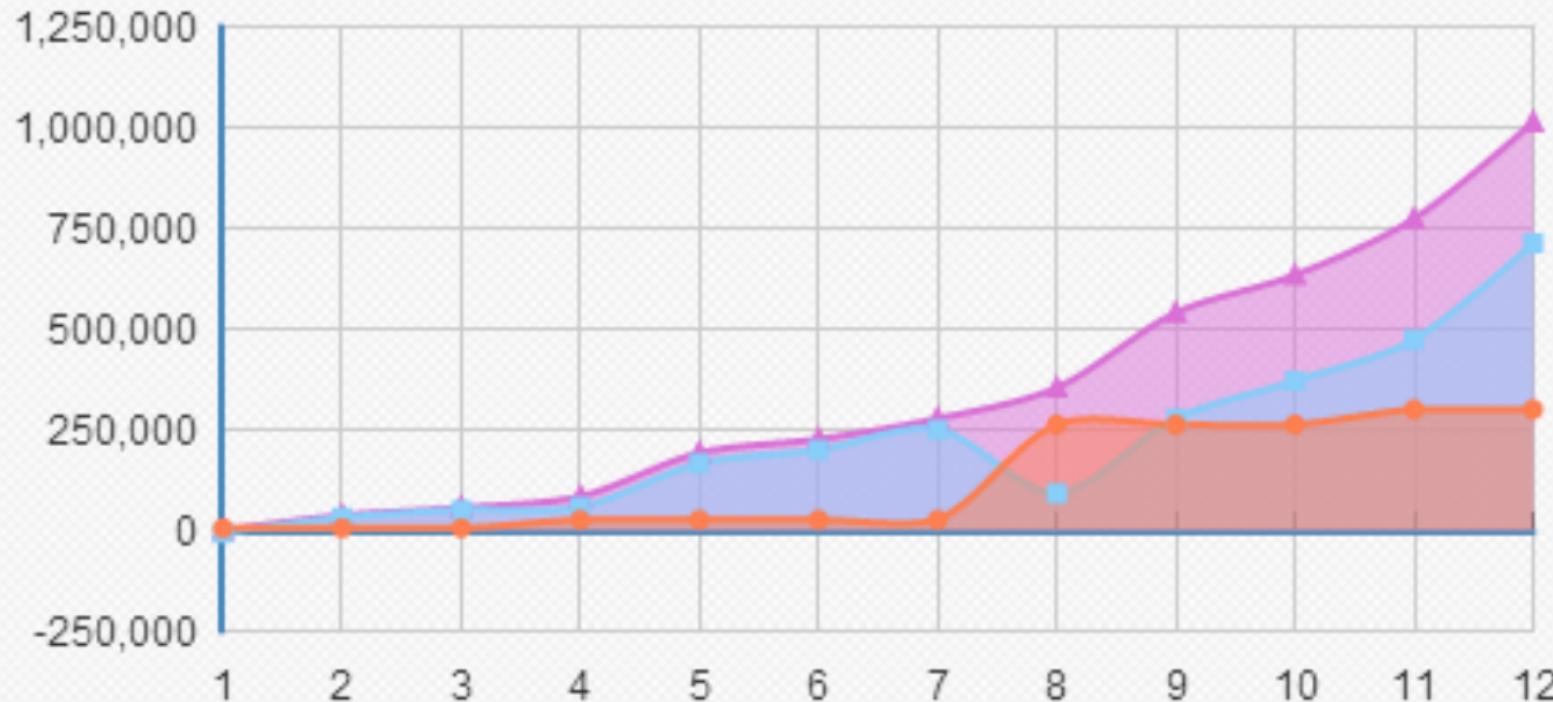
Forecast





Finance Forecast

-●- Cost -□- Net Profit -▲- Profit



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