



#### Problem / PainPoint

##### Access to Capital:

Many small businesses struggle to get loans from banks.

##### Community Disconnection:

Local businesses need very strong ties to their communities, which usually results in failure.

##### Investor Engagement:

Normal investment options and ways for local business is very bland and uninteresting, which result in no helping hand for struggling and aspiring businesses.

##### Solution:

<https://www.fixzy.net/>

<https://www.angi.com/>

<https://www.taskrabbit.com/>

<https://blog.repairdesk.co/2021/09/13/11-advertising-tactics-that-will-attract-attention-to-your-repair-shop/>

<https://thethaiger.com/guides/top-profitable-business-opportunities-booming-in-thailand>

## CHANG-FIT

There already exists similar platform which is Fixzy. Fixzy is based in Thailand and is an app that helps homeowners find technicians and repairmen for household and mechanical repairs, the platform would be our largest competitor including other companies such as TaskRabbit and Angi where they offer more generalized listings.

So to compete with well-established enterprises, we'd have to create effective and innovative strategies to have a chance at succeeding.

Some strategies that we came up with are

### Create a great App/Website

A simple, user-friendly app and website are crucial. The features include a virtual banner posting system where customers can list repair requests and service providers can post their offers. The system is as simple as the targeted (business the user) calling a number to

## Develop a Strong Marketing Strategy

Digital marketing is important for getting users and service providers to our establishment. Use social media platforms like Facebook and Instagram to reach audiences, and Google Ads to target users that are searching for repair services. Partnerships with local repair shops, hardware stores, and community groups to become our own service providers and to promote our business.

## Customer Support

Providing great customer support is key to maintaining trust and reliability. 24/7 customer support to handle any issues or service problems. Make sure all service providers are thoroughly checked and reviewed to ensure they are professional and trustworthy. For expensive repairs/orders, consider offering guarantees or insurance options to give customers peace of mind and ensure they are content

## Strong Community

Building trust and transparency is essential for our business. This can be done by user reviews and service guarantees. A strong network early when starting off, users and service providers can create a self-sustaining marketplace, and focusing on local markets first will give us the the ability to expand.

## Addition: Data Collection

### Value Proposition:

This business offers a convenient way for customers to find trusted repair providers for household or mechanical issues. It saves time by connecting them to certified professionals very quickly, solving a very common pain point. The service especially appeals to busy homeowners, rental property managers, and foreign residents in Bangkok and other provinces.

### Competitive Advantage:

Our business's competitive advantage is potentially from its efficiency and customer focus. With easy to use app, and has a wide network of pre-reviewed repair professionals. Good customer service, sets the platform apart from competitors who may focuses more on general jobs. By having high service quality and reliability, the business builds trust with customers, making it more attractive for customers than the less organized competitors in the market space.

### Unfair Advantage:

Our business can create unfair advantages by having exclusive partnerships, pricing, and branding. For example, it could negotiate better rates with service providers or shops, allowing it to offer appropriate prices. Creating a strong brand that focuses on safety, reliability, and transparency would also make it difficult for competitors to compete.

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