



## Final Report

[mental heal]

**BDM3202 Digital Commerce**

**MIS3122/BIS3587 Principles of Electronic Commerce**

Semester: 1/2024

**Submitted to**

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**This report is submitted in partial fulfillment of the course  
Requirement for BDM3202/MIS3122/BIS3587 Principles of Electronic Commerce**

**Martin de Tours School of Management and Economics  
Department of Digital Business Management**



## MSME BUSINESS SCHOOL

### ASSUMPTION UNIVERSITY

#### STUDENT ACADEMIC INTEGRITY FORM

Fill in the form below. **All students taking MSME courses are required** to submit the filled form along with their academic work to the course instructor. In case of a group work, **each and every** participating member in the group needs to complete and sign this form individually and all signed forms must be attached to the work upon submission. Should there be any questions regarding this form, please contact your course instructor.

Student Name: Myat Thu Thu Kyaw -	Student ID: 6420055
Course Name: Digital Commerce	Course ID: DBM3202

Academic dishonesty actions include:

- **Cheating:** Using unauthorized assistance, materials, study aids, or other information in any academic exercise.
- **Plagiarism:** Using someone else's language, ideas, or other original material without acknowledging its source in any academic exercise or copying without authority from its sources and using the copied materials as one's own work.
- **Fabrication:** Inventing, altering or falsifying any data, information or citations in any academic exercises.
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Possible punishments on academic dishonesty actions are:

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I acknowledge that by signing this form, I have read the above information and understand the terms and punishments of Academic Dishonesty. I hereby pledge that the work I am submitting is original and willing to accept any above-mentioned punishments should my work be found dishonest.

Signature :  Myat K. 6887417230	Date 09/09/2024	(Day/Month/Year):
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<sup>1</sup> <https://creden.co/>



# MSME BUSINESS SCHOOL

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Student Name: Su Myat Noe	Student ID: 6511338
Course Name: Digital Commerce	Course ID: BDM3202

Academic dishonesty actions include:

- **Cheating:** Using unauthorized assistance, materials, study aids, or other information in any academic exercise.
- **Plagiarism:** Using someone else's language, ideas, or other original material without acknowledging its source in any academic exercise or copying without authority from its sources and using the copied materials as one's own work.
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Signature : 2 	Date (Day/Month/Year): 09/09/2024
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<sup>2</sup> <https://creden.co/>

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## **I. Executive Summary**

(6511338 Su N. , checked 6420055 Myat K.)

"mental heal" , a mental health counseling service based in Myanmar, was founded in 2020 by Ms. Eingyin Hmwe. It is one of the leading organizations in the mental health industry in Myanmar offering a variety of services and providing mental health awareness among the youth. "mental heal" received "Honorable Mention Award" at the Myanmar Youth Technopreneurship Development Program (MYTDP) and was shortlisted for the 2020 Entrepreneurship World Cup. The major goals of "mental heal" is to reach out its support to the rural areas and raise mental health awareness throughout the country. To attain that goal "mental heal" has been committed to connecting individuals with certified mental health professionals, including psychologists, psychiatrists, psychotherapists, and counselors.

The firm's major goal is to deliver accessible and quality mental health services while highly maintaining the confidentiality of its clients. "mental heal" offers both online and offline counseling options.

However, several factors are driving "mental heal" to step into the next level of online presence. From the quarantine in COVID-19 period to the political backdrop, Myanmar Coup<sup>3</sup> has been the prominent challenge that highlights "mental heal" the need for an e-commerce website. Major challenges include slow response time and causes delays due to several steps of the firm operation leading to inefficient appointment scheduling. Moreover, government VPN policies have been affecting the firm's major social media channel presence and preventing it from reaching the clients in need. The firm had limited payment processing which prevented potential customers from other countries from visiting the firm.

These challenges have been the major reasons leading to "mental heal" the need of e-commerce websites. Implementing e-commerce websites addresses these problems by offering a more efficient and user-friendly service delivery model. Implementing an e-commerce website will solve appointment scheduling problems by allowing clients to book time slots in real-time and reducing the wait for responses. Moreover, embedding a secure transaction in the e-commerce website attracts the trust of clients. These solutions will hugely impact customer satisfaction.

Additionally, the presence of e-commerce websites will boost "mental heal's" credibility and visibility. The website will also serve as a place for providing information and engagement by offering educational resources.

Overall, the use of an e-commerce platform is not only an excellent plan to effectively deal with the challenges "mental heal" is facing right now, but also improves delivery of services, and contributes to the organization's goals of expanding the client base and improving client satisfaction. By using digital innovations, "mental heal" can continue its mission of providing high-quality services while also evolving to meet its clients' needs.

---

<sup>3</sup> [https://en.wikipedia.org/wiki/2021\\_Myanmar\\_coup](https://en.wikipedia.org/wiki/2021_Myanmar_coup)

The e-commerce solution helps in solving external challenges like government restrictions on social media platforms, for example, Facebook. By having an e-commerce website, "mental heal" can solve these restrictions and have effective communication with clients without relying on social media.

The e-commerce platform will help transform "mental heal" to expand their services to meet its vision of reaching through the rural area. With better efficiency, improved user experience, and a wider reach, the firm will play a crucial role in the mental health services industry by fulfilling the demand of mental health services in Myanmar.

## **II. Profile of the Business Organization**

### **2.1 Company Background**

(6420055 Myat K. , 6511338 Su N. , checked both)

"mental heal" is a social enterprise for delivering effective mental health awareness and online/offline counseling/therapy services. Founded by Ms. Eingyin Hmwe in 2020. It is organized with a group of psychologists, psychiatrists, psychotherapists and counselors in order to connect people who need mental care with the rights and trusted professionals. Moreover, it has become a major channel in distributing content in raising mental health awareness. The organization won the "Honorable Mention Award" in Myanmar Youth Technopreneurship Development Program(MYTDP) held by Myanmar Computer Federation (MCF) and MPT with "'mental heal" project". In 2020, "mental heal" was chosen as "National Shortlisted Applicant " in Entrepreneurship World Cup 2020, organized by Myanmar Young Entrepreneur Association (MYEA) and EWC2020.

"mental heal" provides One-on-One counseling services for:

1. Addiction Management Counseling
2. Anxiety Counseling
3. Anger Management
4. Depression Counseling
5. Emotional Wellness
6. Insomnia Counseling
7. OCD Counseling
8. PTSD Counseling
9. Relationship Counseling
10. Stress Management
11. Trauma Healing
12. Career Counseling

#### **2.1.1 Vision**

To extend to reach to rural areas and provide high-quality mental health services to individuals in need, ensuring that even those in underserved communities have access to essential care and support

### **2.1.2 Mission Statements**

- Delivering effective mental health awareness through diverse channels.
- Providing quality & affordable mental health care services to the community.
- Promoting values consisting of affordability, transparency (the quality of being open to society), convenience and safety.

### **2.1.3 Location**

The presence of physical clinics gain more trust for the conventional customers and create more options for those who prefer on-site counseling. "mental heal" physical store is located at the heart of Yangon, Myanmar which is the major city and the most populated area.

**Location** - (In Burmese) အမှတ်(၆၁) ၁၂၅လမ်း၊ သငြေပြလမ်းရပ်ကွက်  
မင်္ဂလာတောင်ညွန့်မြို့နယ်၊ ရန်ကုန်မြို့။

(In English) No.(61) ,125 street, Tha Pyay Street Ward, Mingalar Taung Nyunt Township, Yangon, Myanmar.

Email address : [mentalhealmm@gmail.com](mailto:mentalhealmm@gmail.com)

Telegram : [https://t.me/mentalheal\\_mm](https://t.me/mentalheal_mm)

Page messenger : <https://m.me/mentalhealmm>

### **2.2 Business Model**

(6420055 Myat K. , Checked by Su N.)

Building a warm and safe environment is the core value of "mental heal" according to the slogan "Home where you feel loved, appreciated, and safe". The firm also offers a variety of services according to their wants and needs ranging from individuals, families and organization. It is flexible to choose the services based on each individual including the type of services, time and other medication. The firm provides the well-being and community building programs frequently every month to provide holistic services to the patients. Offering those services at low cost or no cost at all make it accessible to everyone regardless of the financial situation. Offering training, events, and workshops, the organization contributes to positive outcomes and has consistently achieved high engagement throughout its history.

There is a lack of awareness and understanding of mental health issues in Myanmar (Charlie A., 2023), which presents an opportunity for market growth and education initiatives. Collective suffering trauma due to the coup and COVID-19 has opened the door for greater discussion about mental well-being(Jordan M.,2021).There is a lack of awareness and understanding of mental health issues in Myanmar(Charlie A., 2023), which presents an opportunity for market growth and education initiatives. Collective suffering trauma due to the coup and COVID-19 has opened the door for greater discussion about mental well-being(Jordan M.,2021).

"mental heal" current revenue are from **Service Fees**: fees from individual and group counseling sessions, therapy, and psychiatric consultations.

- **Unique Selling Point**

There are several factors elevating the reach to customers . Delivering transparency (the quality of being open to society), accessible, affordable, convenient and safe (the confidentiality of client data) and professional mental health that meets the needs of each individual or group.

## 2.3 Customer

### 2.3.1 Customer Profile

(6420055 Myat K. , Checked by Su N.)

Demographic Segmentation

**Age :** Primary customers group come from the age between (18-30)years old. Secondary customers come from the other age groups.

**Gender :** According to the Facebook and Instagram Analytic data of the "mental heal" page , (data provided by the owner) About 73% of the audience from Facebook are female and 63% female on Instagram.

**Education level :** Education levels vary among the customers, but the most engaged users are young adults on social media, including university students and entry-level professionals. These individuals are more likely to have mental health awareness and actively engage with the content. Additionally, students, youths with unstable incomes, and young people from rural areas affected by political conflicts, such as those with PTSD, are frequently connected with the organization.

**Income level :** Private mental health consumers are mostly from middle (ranging around from around 4,000 THB to around 16,000 THB per month) to higher income (higher than 16,000 THB per month.)

Psychographic Segmentation

**Lifestyle :** Health-conscious individuals are the primary target of the firm.

**Social Media Usage :** According to the data provided by mental heal, 98.52% of the total audience on Facebook as the mental health counseling service

Most of the engagement comes from the individuals actively using at least one social media (Facebook) which are primary groups in distributing the mental health related content and, reaching and introducing the company to the new potential customers.

**Benefits Sought :** The company gains awareness from some individuals who seek emotional support groups, related-community, wellness programs , workshops or knowledge in general.



## Geographic Segmentation

Majority (47.8%) of the customers live in Yangon and the second largest group is from Mandalay with 8.8%.The other region has around only 1.0% or less than that.

### ● Business Transaction

Most of the payments are performed via online (mobile banking). Almost all mobile banking channels (KBZ Pay, AYA Pay, KBZ Mbanking, AYA Mbanking, Wave Pay) in Myanmar are available for the purchase of the service.



**mental heal >**  
Page · Mental health service  
73K likes • 86K followers

Home where you feel loved, appreciated, and safe

5.0 (9) See About info

Like Message ...

Posts About Photos More ▾

mentalhealmm

62 posts 348 followers 0 following

mental heal  
Mental health service  
Our core values - affordability, transparency (the quality of being open to society), convenience and safety (the confidentiality of client data).

mental heal

Follow Message Contact +

Dom And Acceptance Multicultural Counseling Cases of domestic violence increased by 40% Lockdowns due to COVID-19 crisis are putting women and girls more at risk

### 2.3.2 Digital Content Analysis

(6420055 Myat K. , 6511338 Su N. , checked both)

#### - Digital Content Usage

The above are the social media channels of the firm. Since Facebook is the most popular social media platform in Myanmar, the page currently gains around 86,000 followers, and Instagram with around 340 followers.

"mental heal" offers a variety of mental health-related content to educate and inform its followers. This often includes the live steam to engage with the followers.



Send a gift

mentalhealmm@gmail.com

## Digital Content Creation

(6420055 Myat K. , 6511338 Su N. , checked both)



Becky Thickums recommends mental heal.

Dec 30, 2022 ·

...

I really want to appreciate your help that totally reunite my broken relationship. I was introduced to contact a genuine spell caster known as Dr Okosun, who conducted a spiritual spell that suddenly brought in peace and love into my broken relationship, which coursed my heart in deep tears and emotional pains. I'm really surprised to see the true powers of a real spell caster that made our love more secured . I want to say thank you Dr. for bringing in happiness with genuine love into my family. Am so glad to let you all know the joy in my heart to get in touch with a powerful spell caster, that can also help you get the right solution to whatever problems you might be going through in your marital life! You can as well send him a DM via WhatsApp (+2349011414378 )

Facebook link

<http://www.facebook.com/okosunlovespelltemple/>



Like



Comment



Send



Share

### Rating · 5.0 (9 Reviews)



Aye Min Kyaw recommends mental heal.

Feb 21, 2023 ·

ပထမုဒ္ဓားဆံ့ရှိုး counseling ယူဖျော်တာဆိုပေမယ့်  
တော်တော်အဆင်ပြုပါတယ်။ ဆရာမ Eingyin Hmwe  
ကလဲ ကျွန်တော်ပြုပြုတော့တွေကို သေချာလဲနားတောင်  
ပေးပြီး တကယ်ကောင်းတဲ့ အကြံ့ဗြဲ့တွေပေးနိုင်ပါ  
တယ်။ highly recommended ပါ။



1



Like



Comment



Send



Share

### (Translation)

Although it was my first time taking a counseling service, it was very convenient. The counselor “Eingyin Hmwe” listens, gives her full attention to me and provides good advice. I highly recommend their services.



Riley recommends mental heal.

Aug 24, 2022 ·

...

Mental Healဗုံးcounsellingလုပ်ရတာ တော်တော်အဆင်  
ပြုပါတယ်ရှင် ဆရာမကြိုးနဲ့ဆွေးနွေးရတာအလွန်  
ကောင်းပါတယ် ဆရာမကြိုးကစိတ်ရှည်ရှည်နဲ့သေချာ  
လေးဆွေးနွေးပေးပါတယ် Mental Heal pageကလဲ  
စိတ်ရှည်ပြီး service အလွန်ကောင်းပါတယ်  
ကျေးဇူးအများကြီးပါရှင် reviewပေးမယ်ဆိုပြီး တော်  
တော်ကြာနေတာ တကယ်တောင်းပန်ပါတယ်ရှင် ကျေးဇူး  
အများကြီးပါနော်



2



Like



Comment



Send



Share



Thet Hein Hlaing recommends mental heal.

Aug 13, 2022 ·

...

Thank you so much Dr.Ei Shwe Sin Kyaw and Mental Heal for healing my insomnia and anxiety disorder. Now I can sleep without taking sleeping pills and I am back to normal life. I followed all the prescriptions and guidelines from D.r who is so patient and kind to patients.

\*Highly recommend\*



1

2 comments



Like



Comment



Send



Share

### (Translation)

Counseling at "mental heal" was pretty convenient. Talking with my counselor was very beneficial. My counselor was very patient. The page admin was also patient and provided good service.

## **2.4 Supplier**

(6511338 Su N. , checked 6420055 Myat K.)

For the suppliers, the internet connection or Wi-Fi fees that "mental heal" has to pay are the first important cost. Since "mental heal" offers online counseling, it is very important to have a strong internet connection. A business needs to connect with customers online, but they also need to use social media, which means they need to buy electronic devices like computers, tablets and phones. For their meetings, "mental heal" uses **the premium version of Zoom (the cost is around 5,423.08 BAHT per year)** to make sure they provide high-quality services. Customers can have effective counseling sessions without interruptions thanks to this investment.

**ADS on Facebook :** The company frequently promotes their content and services on Facebook in order to reach more people, costing around 1000 Baht per post for a week(7days) to reach 2.2k to 6.4k and to gain engagement of 471-1.2k users.

## **III. Company SWOT Analysis**

### **3.1 Strength**

(6511338 Su N. , checked 6420055 Myat K.)

**Positive reputation:** The first thing to note is that "mental heal" has a positive reputation for providing excellent counseling services. Every single one of the nine customers who have offered written evaluations has given the service a rating of five out of five, indicating that they are extremely satisfied with the services that have been delivered.

**Individualized care and patient satisfaction:** "mental heal" emphasizes a focus on individualized care and patient satisfaction. In addition, the administrator of the social media pages created by "mental heal" is really kind, and explains everything that the clients are interested in patiently.

**Ability to extend Business in Education and Training Programs :** Businesses can create and offer education and training programs because "mental health" is getting more attention .Although "mental heal" offers some training programs online, they can extend programs to reach a wide range of places, like schools, workplaces, and community groups, to spread information about "mental health", teach people how to take care of their own, and teach experts how to provide mental health services.

**Hiring certified professionals :** The counselors who are currently working in "mental heal" are working in the fields of psychology, dealing with the patients for many years. Most of them graduated from the University of Psychology of Myanmar. These experts bring a lot of advanced knowledge, skills, and experience to the field, which makes sure that patients get good care. These professionals of "mental heal" can manage difficult situations, provide specialized therapy and keep current in mental health care, resulting in better patient outcomes and satisfaction.

**Services available online can reach beyond geographical boundaries :** Customers can get help from "mental heal" both online and in person. Customers can feel at ease doing therapy from anywhere and at any time. Furthermore, it has a real office, so clients who can't make it to their meeting at home or who would rather do counseling in person can go to the office to get help.

### **3.2 Weaknesses**

(6511338 Su N. , checked 6420055 Myat K.)

**The responsive rate is slow:** Despites the strengths, "mental heal" has some weaknesses to be pointed out. The responsive rate of "mental heal" is a little slow. For example, when the customers want to ask questions, the response time is an hour or a few hours and sometimes a day if it is at night, instead of immediate response.

**Time slots cannot be booked immediately:** In the mental health counseling service sector, like with "mental heal," if customers can't book an appointment time slot right away, they might get frustrated and leave. Many people seeking mental health services are often busy or looking for quick solutions, so delays in booking can lead to lost customers and potential clients moving on to other providers.

**International Transfer is not available yet:** "mental heal" does not only have customers locally but also has customers who are residing in other countries as well like Thailand, America and so on. It is ok for the locals to make payments using cash or K-pay. However, Myanmar customers who live in other countries, who are willing to take the service and use only other country currency and international banking transfer, are not able to pay in the local currency or local bank transfer.

**Limited numbers of mental health care professionals becomes a burden in expanding the business to meet the demand :** The lack of professional mental healthcare in Myanmar is limited to "mental heal" for the future growth to meet the increasing demand for services. If the employees are not enough, there will be overworked employees and they will not be able to focus on their patients very well and closely. There will also be long waiting time for the customer, imposing a threat of leaving if they have to wait for a long time.

### **3.3 Opportunity**

(6511338 Su N. , checked 6420055 Myat K.)

**Increasing demand in mental health services due to several factors :<sup>4</sup>** In Myanmar, the mental health care industry has a lot of room to grow. More people are getting help for

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<sup>4</sup> Frontier Myanmar. (2023, May 9). *Myanmar's mental health crisis needs an inclusive fix*. Frontier Myanmar.

<https://www.frontiermyanmar.net/en/%EF%BF%BCmyanmars-mental-health-crisis-needs-an-inclusive-fix/>

their mental health because they know more about it, and even more are getting help because of attempts to reduce shame. Telemedicine and online therapy are examples of new technologies that are making it easier for people to get medical care, especially those who live in rural places.

**Increasing mental health awareness in Myanmar youth community :** As Myanmar grows the awareness of mental health issues, more people seek psychological support, counseling and therapy, this has increased demand for mental health service providers, mental heal.

### 3.4 Threat

(6511338 Su N. , checked 6420055 Myat K.)

**Government policies on VPN:**<sup>5</sup> Since people in Myanmar are unable to use Facebook, which is the main social media marketing platform for "mental heal," it poses a significant disadvantage for the business. The government has banned the use of VPNs, which are necessary for Myanmar residents to access Facebook. Although "mental heal" utilizes other social media platforms, Facebook remains the most widely used and effective for reaching potential clients. This restriction lowers the business's ability to connect with and serve its audience effectively, leading to potential losses in customer engagement and reach.

**Economic constraints:**<sup>6</sup> The economic situation in Myanmar is not quite good at the current time as the people are facing wars, political conflicts and inflations , meaning not many people in Myanmar can afford mental support service provided by "mental heal" , limiting access and revenue for providers.

**Stigma is widespread in the traditional community :** The mental health services in the country face serious problems. There aren't enough facilities, supplies, staff, or funding to support those in need. In 2012, only 4.2% of people who needed mental health care actually received it, and this doesn't even count those who don't realize they need help.

Many people don't seek help because mental health is misunderstood and stigmatized. It's often seen as something only related to severe mental illness. For example, a psychology graduate from Yangon University was often asked why she wanted to work in a "crazy person prison," which shows how limited the understanding of mental health roles is. When people have mental or emotional problems, they tend to ignore or downplay their feelings instead of seeking help.

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<sup>5</sup> TechRadar. (2023, March 22). *How the Myanmar VPN ban is plunging citizens into online darkness.* TechRadar.

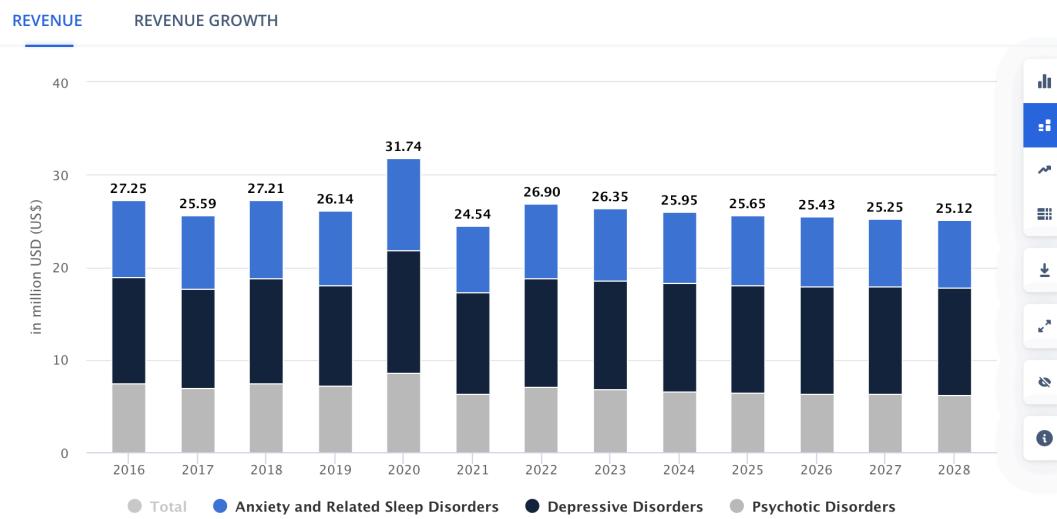
<https://www.techradar.com/pro/vpn/how-the-myanmar-vpn-ban-is-plunging-citizens-into-online-darkness>

<sup>6</sup> Al Jazeera. (2023, February 2). *Riding a rollercoaster in Myanmar's post-coup economy.* Al Jazeera.

<https://www.aljazeera.com/news/2023/2/2/riding-a-rollercoaster-in-myanmars-post-coup-economy>

## IV. Industry Analysis

(6420055 Myat K. , checked 6511338 Su N.)



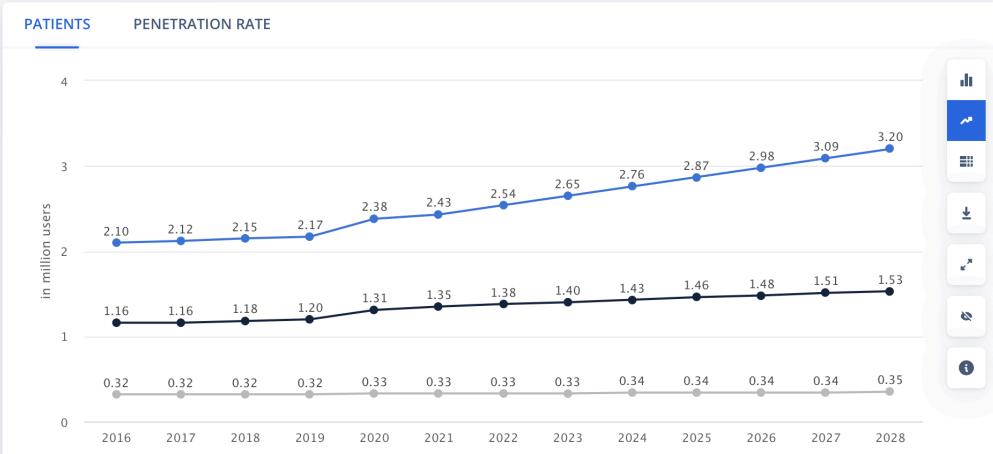
Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Dec 2023

Source: Statista Market Insights

(figure 4.1 Market Revenue of Mental Health Industry in Myanmar)

## Patients



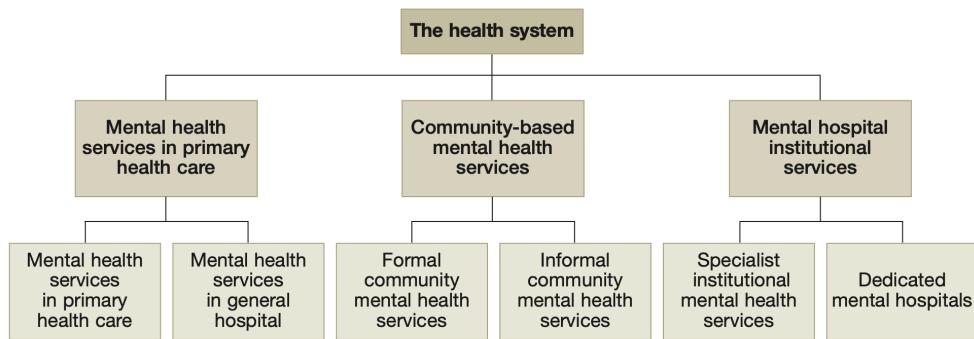
Most recent update: Dec 2023

Source: Statista Market Insights

(figure 4.2 Patient Spending on Mental Health in Myanmar)

According to the Statista (2024) report on Mental Health-Myanmar, the overall mental health services revenue decreased by 1.5 percent in 2023 compared to the previous year (figure 4.1). However, this analysis counts the decrease in currency values and growing inflation rates starting from 2021. Compared to this, it is obvious in the report that patient revenue spending on the mental health market is still increasing gradually regardless of the

currency values (figure 4.2). Therefore, it can be concluded that the mental health market is significantly growing due to several factors. One of the findings of Saw,et al. (2023) stated that the survey results show extraordinarily high rates of both probable depression (61.39%) and probable anxiety (58.02%) after the military coup , 2021. Recent political and social changes have increased stress and mental health challenges, creating a greater need for mental health services. With increasing awareness and understanding of mental health issues, individuals are seeking professional help and support to address their mental health concerns.



(figure 4.3) Component of mental health services<sup>[7]</sup>

Currently the company belongs to a group of formal community mental health services which is identified as the services based on community and , include various support programmes provided by professionals. Community mental health services are not based on hospital settings but have to be closely related for emergencies and crises.

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<sup>7</sup> Figure (4.3) Retrieved from World Health Organization [WHO]. Organization of services for mental health. Geneva: WHO; 2003 <https://iris.who.int/handle/10665/333104>

## **V. Reasons for Going Online**

(6511338 Su N. , checked 6420055 Myat K.)

**Accessibility and Convenience :** Having websites and going online have many benefits for the mental health counseling service, "mental heal." It offers easy access to clients regardless of their location and time zone, which means that "mental heal" supports connection with counselors from their homes, without the need to travel. This level of accessibility can be particularly helpful for those who live in remote or rural areas where mental health care is scarce.

**Flexible Scheduling :** Additionally, it allows for the easy scheduling of appointments for patients, enabling them to easily arrange meetings with counselors. Even those with busy schedules can negotiate convenient times with counselors. As a result, patients can access the support they need without the stress of conflicting schedules.

**Real-Time Slot Checking:** E-commerce websites can provide real-time updates on booking availability and appointment slots. Customers can instantly check the availability of products or services, view updated inventory levels, and see available time slots for appointments or bookings.

**Information and Engagement :** By creating a website, "mental heal" can provide valuable information and improve client engagement around the clock. It would include educational materials, and ways to connect with mental health professionals 24/7. Having the online website would create a supportive community and help the clients notice their mental health, making it easier for them to find the help that they need whenever they want.

**Forecasting and Business Decision Making:** According to Fast Company (2020), "online business is more convenient for data forecasting and tracking results because all things have data."<sup>8</sup> Unlike traditional methods, which often rely on limited or delayed information, online platforms generate extensive data records on a daily basis. This would be beneficial for "mental heal" to help in further data-driven decisions.

**Enhance Credibility :** Having an online presence through a website can greatly boost a small business's (like mental heal) credibility. An online presence shows the potential customers that "mental heal" is professional and trustworthy, making it easier for the clients to find the information and connect with the services offered conveniently.

**Overcome Government VPN restriction :** As stated earlier in the threats, one of the most challenging threats the businesses are facing in Myanmar is restriction of social media. So,

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<sup>8</sup> Fast Company. (2020, November 19). *Use data and analytics to create your strategy, not just drive it: Why critical decisions should be data-rational.* Fast Company. <https://www.fastcompany.com/91160094/use-data-and-analytics-to-create-your-strategy-not-just-drive-it-why-critical-decisions-should-be-data-rational>

there would be more advantages for a business to have its own website presence so that it does not rely fully on social media and VPN to communicate with the customers.

**Secure Transactions:** Implementing robust security measures, such as SSL certificates and secure payment gateways, assures customers that each personal and financial information is protected.

## **VI. Online Business Model Selection**

(6511338 Su N. , checked 6420055 Myat K.)

### **4.1 Model: Service Provider**

(6511338 Su N. , checked 6420055 Myat K.)

"mental heal," a mental health counseling service, primarily uses the Business-to-Consumer (B2C) model, specifically as an e-commerce service provider. This involves providing mental health services to individuals directly via an online platform. As an e-commerce service provider, "mental heal" enables the delivery of professional counseling services via video calls, phone calls, and messaging, allowing patients to receive mental health support from the comfort of their own homes.

In addition to its online services, "mental heal" offers on-site counseling at physical locations, taking a hybrid approach to meeting the diverse needs of its clients. Clients can select the mode of service that best suits their lifestyle and preferences, whether they prefer the convenience of online therapy or the personalized touch of in-person sessions.

To meet the diverse needs of its clients, "mental heal" provides a variety of subscription and package plans. These plans save money while also encouraging regular therapy attendance. Clients, for example, can save money on long-term therapy by purchasing packages of 3 or 6 sessions.

"mental heal" operates as an e-commerce service provider, ensuring that clients receive high-quality, accessible, and flexible mental health care that is tailored to their specific needs.

### **4.2 Revenue model**

(6511338 Su N. , checked 6420055 Myat K.)

**Pay-Per-Session:** Clients pay for individual counseling sessions, either online or on-site. The price per session can vary based on the type of therapy and the experience level of the therapist. If the clients are going to get on-site service, there is going to be additional rental fees.

**Sessions package:** In addition to the pay-per-session model, "mental heal" offers a comprehensive sessions package to cater to the needs of clients who require ongoing

support and multiple therapy sessions. Recognizing that effective mental health care often necessitates a series of appointments to achieve significant progress, these packages are designed to provide both financial savings and consistent care for clients. The price of each package varies based on the number of sessions included. Clients purchasing larger packages benefit from greater discounts, making long-term therapy more affordable.

**Workshops and Community Programs:** Offering community workshops and educational programs for a fee. "mental heal" sometimes collaborates with other organizations and gives training to the people who are interested in mental counseling service. Although some of them are free sessions, some are charged.

## VII. Technological Approach

### 7.1 Marketplace Infrastructure

(6420055 Myat K. , checked 6511338 Su N.)

**Build : Out**

**Host : Out**

		CHOICES IN BUILDING AND HOSTING	
		BUILDING THE SITE	
		In-house	Outsource
HOSTING THE SITE	In-house	COMPLETELY IN-HOUSE Build: In Host: In	MIXED RESPONSIBILITY Build: Out Host: In
	Outsource	MIXED RESPONSIBILITY Build: In Host: Out	COMPLETELY OUTSOURCED Build: Out Host: Out

Figure (7.1) Choice in building and hosting website<sup>9</sup>

#### Web Hosting

Since "mental heal" lacks the technical expertise to host the website, it would be better to choose a third-party service provider for building the website and subscribe to a web hosting service. Many firms without a technical team opt to outsource their hosting because the costs associated with installation, maintenance, and technical support are often higher than subscribing to a third-party service.

##### 1. Web Server

Physical or Cloud server that hosts the marketplace's data and applications is necessary. Since, "mental heal" is suitable for host out, it would be more relevant to choose Cloud based web hosting services than installing an actual physical server. Web hosting is necessary because it makes the website accessible. Files related to the website are stored on the server connected to the internet so that a user can access that website.

The following are the pricing plans of web hosting service providers by one of the web

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<sup>9</sup> Laudon, K. C., & Traver, C. G. (2023). *E-Commerce 2023–2024: Business, Technology, Society* (18th Global ed.).

hosting and building services in Myanmar, Myanmar ICT Solution Limited.

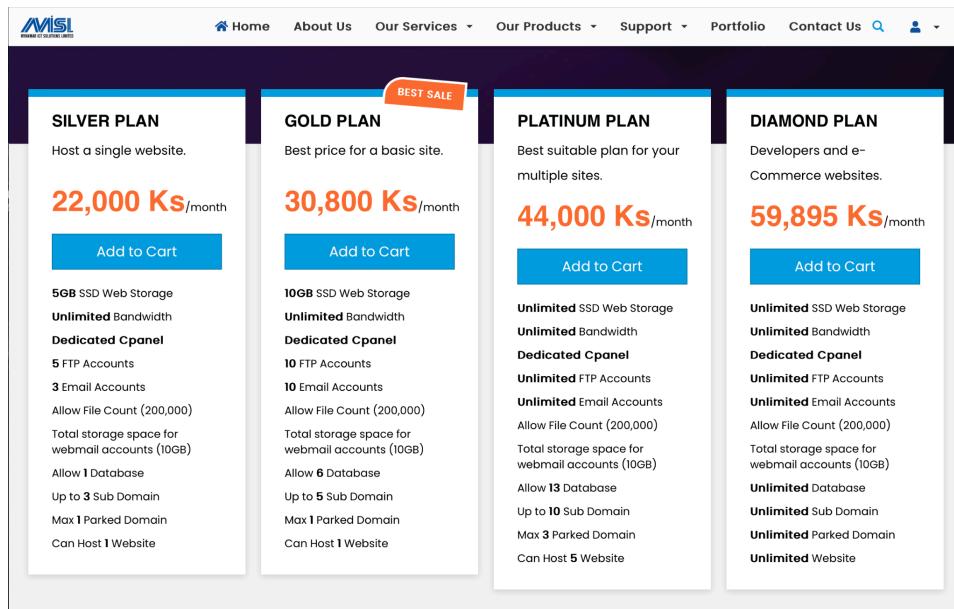


Figure (7.2) : Pricing Structure of Web Hosting Service in Myanmar<sup>10</sup>

## 1. Domain Name System (DNS)

A domain name is essential for an e-commerce website because it provides a unique, easy-to-remember address for accessing the site, that maps text to a numerical IP address, facilitating easier website access through the DNS system.<sup>11</sup> So, it is also necessary to choose the domain name of the website as it allows users to directly enter the website by typing a specific web address into their browser. Without it, users would need to remember a numerical IP address, which is confusing. So, it is easier for potential customers to find the site through search engines like Google. Most of the popular domain names offered in Myanmar are (.com , .net , .info , .org )(figure 7.2). For a firm like mental heal, it would be suitable with .com or .org pricing around 500-600 Baht per year.

<sup>10</sup> <https://myanmarictssolutions.pro/web-hosting.php>

<sup>11</sup> Cloudflare. (n.d.). What is a domain name? In Cloudflare Learning Center. Retrieved July 17, 2024, from <https://www.cloudflare.com/learning/dns/glossary/what-is-a-domain-name/>

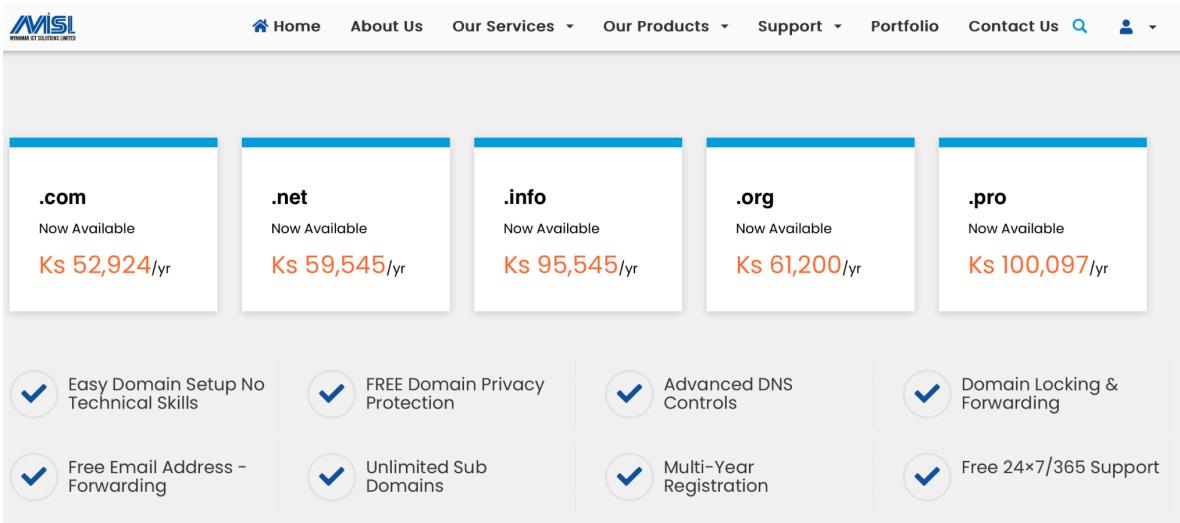


Figure (7.3) : Pricing of Domain Based on Extensions<sup>12</sup>

## Web Building

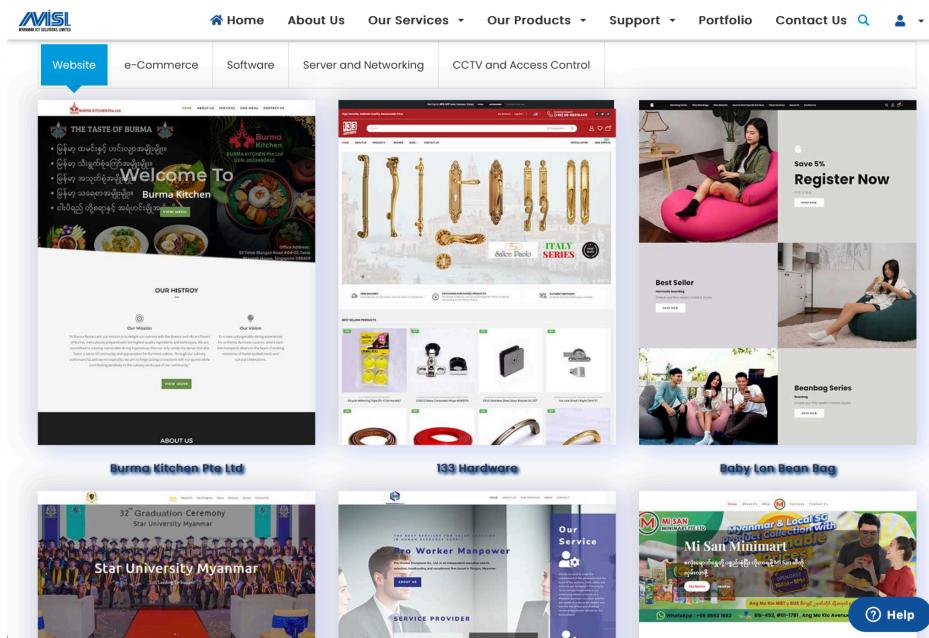


figure (7.4) Myanmar ICT Solution Limited Website Building Service Portfolio<sup>13</sup>

To build a successful online presence, it's necessary to combine both web design and development. Web design focuses on how the site looks and feels to users, while web development is the behind-the-scenes work that makes the site function smoothly (Mailchimp, n.d.). Myanmar ICT Solution offers different web building / development that is completely customized to meet the customers need so it can be chosen as the solution.

<sup>12</sup> <https://myanmarictssolutions.pro/domain-registration.php>

<sup>13</sup> <https://myanmarictssolutions.pro/portfolio-page.php>

## 7.2 Security Procedure

(6420055 Myat K. , checked 6511338 Su N.)

Strong security implementation is needed for mental health services like "mental heal" since the data is confidential between the doctor and the patients.

### 1. SSL Certificate

"SSL (Secure Sockets Layer) encryption protects data in transit by rendering it unreadable to potential attackers, thereby ensuring a secure connection between users and the website. For websites handling payment information or financial transactions. So, websites with SSL certificates display a padlock icon in the browser's address bar and use "https" instead of "http". These indicators indicate to users that the firm's site is secure, so users can trust the firm website. SSL certificates ensure that the data sent and received between the server and the client is not altered during transmission. This maintains the integrity of the user information. The following is the SSL certificate offered by RapidSSL company.

The screenshot displays two pages from the RapidSSLOnline website, both featuring the URL 727.388.1333 in the address bar. The top page shows a sidebar with 'Domain Validation' options: Organizational Validation, Extended Validation, Multi Domain, Wildcard SSL Certificate, Code Signing, Misc. Products, and Single Domain. Below this are sections for 'RapidSSL® Certificate', 'Thawte® SSL123', 'GeoTrust QuickSSL® Premium', and 'GeoTrust QuickSSL Premium Multi-Domain', each with a dropdown menu for 'Years @ \$...' and an 'ADD TO CART' button. The bottom page is a detailed view of the 'RapidSSL® Certificate' purchase page. It features a summary table with a 'Total' row showing '\$55.95'. Below the table are buttons for 'RENEW NOW >' and 'ADD TO CART >'. A note at the bottom states: 'Important! To ensure the most up-to-date security that meets the latest browser requirements, you'll need to re-issue your certificate (at no cost to you) once per year. Don't worry, we'll send you an email reminder 30 days in advance!' with a 'More Info' link. The page also includes a 'TrustedSite' seal and navigation links for 'About Us', 'Support', 'Resources', 'Blog', and 'Login'.

(figure 7.5 Rapid SSL Certificate Pricing)

There are several SSL certificate types offered by the company. And "mental heal" is suitable for a rapid SSL certificate (DV) since it is a small business and needs minimum security.

## 2. Authentication

Two-factor authentication (2FA) is a security method requiring two forms of identification to access resources.<sup>14</sup> It helps "mental heal" websites to monitor and protect the most sensitive information and networks. "mental heal" should implement "SMS authentication" which is a form of two-factor authentication involving sending a verification message to a trusted phone number. It is convenient and ensures that all user identities are verified via a reliable phone number. By implementing this type of security procedure, each user account is protected from security vulnerability. A user can also feel protected since a user is actually participating in security protocol.

## 3. Backup

Since the firm needs to store user's data digitally, it is also needed to store user data which needs high security and also frequent back up. Backup is crucial for website security as it protects against data loss from accidental deletions, cyberattacks, hardware failures, and natural disasters.<sup>15</sup> Regular backups allow for quick restoration of data, ensuring minimal downtime and maintaining business operation of mental heal.

### 1. Physical On-site backup

Physical on-site backup provides faster data access and full control over data, suited for companies with substantial local infrastructure and specific regulatory requirements.

### 2. Cloud-based backup

Cloud-based backup offers advantages like scalability, accessibility, and reduced maintenance, making it ideal for businesses seeking flexibility and disaster recovery.

A company like "mental heal" needs to use a combination of two types of website with a backup schedule.

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<sup>14</sup> Microsoft. (n.d.). What is two-factor authentication (2FA)? Microsoft Security. Retrieved July 13, 2024, from [https://www.microsoft.com/en-us/security/business/security-101/what-is-two-factor-authentication-2fa#:~:text=Two-factor%20authentication%20\(2FA\)%20is%20an%20identity%20and%20access,help%20safeguard%20their%20most%20vulnerable%20information%20and%20networks.](https://www.microsoft.com/en-us/security/business/security-101/what-is-two-factor-authentication-2fa#:~:text=Two-factor%20authentication%20(2FA)%20is%20an%20identity%20and%20access,help%20safeguard%20their%20most%20vulnerable%20information%20and%20networks.)

<sup>15</sup> BigCloudy. (n.d.). Importance of website security. BigCloudy. Retrieved July 13, 2024, from <https://bigcloudy.com/blog/importance-of-website-security/>

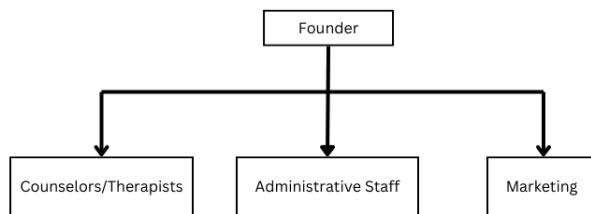
## **VIII. Impact of E-Commerce**

### **8.1 Organization**

(6511338 Su N. , checked 6420055 Myat K.)

#### **8.1.1 Structure**

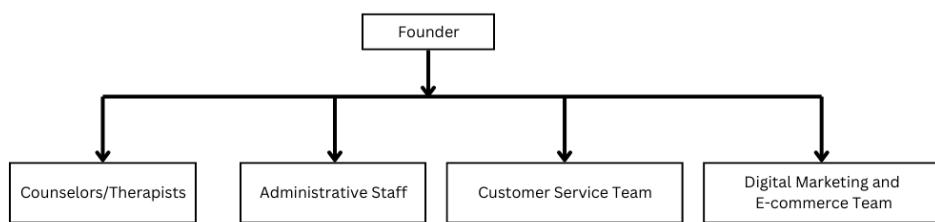
##### **1. Organizational structure - Before**



**(figure 8.1 The organizational structure of "mental heal" before implementing an e-commerce website.)**

Previously, "mental heal" had a typical organizational structure. The founder was in charge, while the counselors and therapists reported to the founder. The role of the counselors and therapists also includes providing mental health services. The administrative team oversees the various tasks such as appointment scheduling, payment processing, and providing customer services. The marketing team promotes the firm, organizing community events and collaborations with local organizations.

##### **2. Organizational Structure - After**



**(figure 8.2 The organization structure of "mental heal" after implementing an e-commerce website.)**

After establishing an e-commerce website, the role of the founders, counselors and therapists remains unchanged. The administrative team now deals with management duties. The newly created customer service team will help with managing appointments, assisting counselors, and resolving customer complaints. The digital marketing and e-commerce team is now tasked with content creation, managing the e-commerce website, and improving data security. The website created using Wix will significantly increase customer engagement.

This new structure differs significantly from the previous structure, in which the administrative team was in charge of a variety of tasks such as appointment scheduling, billing, and customer service. These responsibilities have now been assigned to the customer service team, reducing the burden of administrative staff to focus on strategic decision-making and financial management. The marketing team, which was previously focused on social media and community outreach, has since modified into a more specialized e-commerce team to ensure a strong digital presence and professional content creation. These changes benefit the organization by increasing operational efficiency, improving customer service, and expanding its online reach, enabling "mental heal" to meet the growing demand for both in-person and online services.

### **8.1.2 Business operations**

(6511338 Su N. , checked 6420055 Myat K.)

After implementing the e-commerce platform, "mental heal" will experience some changes in its business operations.

First, customers will be able to see which counselors/therapists are available on the website, as well as information about their experiences, without having to contact the business's social media administrator. They can then see which experts are best suited to their needs and check their availability without having to wait for the admin's response. The customer can schedule appointments online or in person at any time that is convenient for them. This can shorten the wait time and improve the overall effectiveness of "mental heal". If customers book appointments online, "mental heal" will provide an online platform such as Zoom or Viber. If they prefer an in-person appointment, they can visit the physical store of "mental heal".

Therapists and counselors will have access to the platform's backend, which allows them to manage their availability, update their profiles, and view upcoming appointments. This collaboration between the administrative team and therapists will enable scheduling and improve communication.

For the payments, it will be overseen by mental heal's administrative team. The platform provides two payment options: cash for in-person visits and bank transfers for online appointments. Once a customer has chosen their preferred method, the system will walk them through the payment process. Customers will be reminded about cash payments

during their in-person appointment. Customers making bank transfers will be required to upload their payment confirmation for administrative verification.

The customer service team will handle inquiries, technical issues, and appointment confirmations. They will also assist customers with accessing the e-commerce platform as needed. Following each session, follow-up messages may be sent to request customer feedback and ensure customer satisfaction.

The digital marketing and e-commerce team at "mental heal" is now responsible for creating engaging content such as blog posts, videos, and graphics to connect with customers and manage the brand's social media presence. They create targeted campaigns to attract new customers and manage the entire website, which includes Wix-based updates, promotions, and analytics to improve customer engagement. The team makes smooth transaction processing and secure data handling while constantly optimizing the website to improve user experience, including features such as secure payment options, and customer feedback . Furthermore, the e-commerce platform includes data analytics tools to track customer preferences, website traffic, and sales patterns, allowing the company to improve its services and marketing strategies. Automated feedback systems after sessions can help improve service quality.

### **8.1.3 Marketing Mix**

#### **- Product**

(6420055 Myat K. , checked 6511338 Su N.)

"mental heal" provide a variety of services based on the specific conditions and needs of its patients.The **main services** of "mental heal" includes :

- Pay-per-Session :**

One session lasts 60 minutes and patients can choose one of four types according to their needs.There are two options:

- a. In-person Counseling**

In-person counseling provides face-to-face therapy sessions at a safe physical location of "mental heal". Clients can book online and have to go to the "mental heal" location for counseling sessions.

- b. Online Counseling**

Online counseling is performed through online channels. After implementing an e-commerce website, the clients not only can book online but also can perform the online counseling through the website.**Type of services for Pay-per-Session :**

- 1. One-on-One Counseling**

Personalized therapy sessions to provide individual support based on the client's mental health challenges.

- 2. Child and Teen Counseling**

Specialized therapy to address emotional, behavioral, and development of children and teenagers.

### **3. Psychiatry Treatment**

Professional psychiatric services offering diagnosis, special treatment and plans for various mental health disorders.

### **4. Couple support sessions**

Counseling that aims to help couples to navigate relationship difficulties and improve communication.

- Service Bundle :**

The above four services have a service bundle which offer multiple appointments with a discount price.

- a. 3 session package**

The 3 session package includes 3 counseling sessions of one of the four types.

- b. 6 session package**

The 6 session package includes 3 counseling sessions of one of the four types.

### **5. Group support sessions**

A share space where people with similar challenges come together to share experiences and receive group therapy.

Group support sessions might not have an option to choose but it might be either in person or online.

- Freemium** services before implementing an e-commerce website include :

- 1. Content** sharing knowledge about mental health

Free access to **articles and videos** focused on mental health awareness, education, and self-help strategies.

- 2. Mental well-being and Physical well-being training and workshop**

Free and paid workshop and training session focus on physical and mental health improvement.

**After** implementing an e-commerce website,

- Premium Content and Benefits :**

"mental heal" offers premium content that is personalized to fulfill the specific interests of the clients. Moreover, a patient can vote or ask for the topic of the upcoming content.

Premium clients can access or attend group support sessions and workshops without any additional charges.

## **Policy :**

Premium memberships can be obtained by purchasing a service bundle which can be either 3 sessions package or 6 sessions package. And the 3 sessions package will last the premium benefits for 6 months and 6 sessions for 1 year.

- CSR activities include :

1. **Collaboration with youth organizations** (non-profit)

"mental heal" engages in corporate social responsibility by collaborating with non-profits to support mental health initiatives in young people.

2. **Cooperation and partnerships in the mental health industry**

"mental heal" partners with other mental health organizations and professionals to enhance service delivery and expand mental health awareness.

### **- Price**

(6511338 Su N. , checked 6420055 Myat K.)

The pricing strategy at "mental heal" focuses on offering affordable yet value-driven services. "mental heal" offers five main services: one-on-one counseling, child and teen counseling, psychiatry treatment, couple support sessions, and group support sessions. "mental heal" segmented the price structure by differentiating the type of the services since its duration is based on 60 minutes in every kind of services.

"mental heal" offers both online and offline services to book online , but in-person counseling is a bit more expensive since it adds up expenses for travel expenses and office operations.

There are two types of one-on-one counseling : normal counseling, which costs 40,000 to 60,000 Kyats, and psychotherapy, which costs around 80,000 to 90,000 Kyats. The **price discrimination strategy** is used so that clients with different needs and budgets can choose the plan accordingly.

Child and teen counseling costs at a special rate of 900 Bahts (90,000 Kyats) for children under 16, while psychiatry treatment is priced 1,000 Bahts (100,000 Kyats).

Couple support sessions start at 700 Bahts (70,000 Kyats), and group support sessions, with a maximum of 15 participants, are available starting from 150 Bahts (15,000 Kyats).

Customers who want to book multiple sessions can choose mental heal's **bundle pricing**, which not only includes premium membership access but also clients can save some cost for the long term. A three-session package costing around 1,400 to 2,500 Bahts (140,000 to 250,000 Kyats), and a six-session package costs from 2,200 to 5,000 Bahts (220,000 to 500,000 Kyats). This bundle pricing not only offers savings for royal clients but also encourages the client to return and visit multiple times. It also helps to build stronger relationships with clients.

Clients can now compare services, schedule sessions, and choose bundled packages online, providing convenience and flexibility. The website also encourages "mental heal" to efficiently manage pricing, discounts, and memberships, as well as use data analytics to tailor promotions to individual customer preferences, thereby increasing engagement and satisfaction.

### - Place

(6420055 Myat K. , checked 6511338 Su N.)

The primary place for delivering mental heal's services is online platforms since it allows the users to access therapy and resources anywhere. Clients can schedule therapy sessions online, specifically "mental heal" official website.

Choosing the right URL for a mental health e-commerce website is important because it can impact branding, credibility, and audience reach. There are several considerations for building a URL (Uniform Resource Locator) to gain users' trust since it is the web address that directs the user to the website.

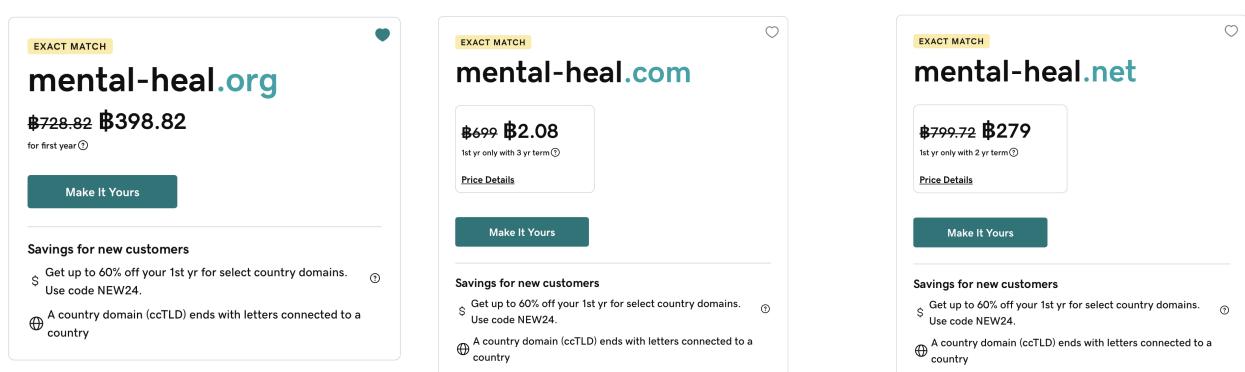
1. **Clear and Descriptive :** The URL should reflect the purpose of the site and make the "mental heal" users easier to identify the website
2. **Top-Level Domain (TLD) :** The suffix or last part of a domain name. A TLD is the part of the domain that follows the final dot<sup>16</sup>. And it serves a crucial role in DNS lookup, as it helps direct users to the correct server when they enter a domain name. There are two considerations for choosing a domain name for mental heal's website.

#### a. Generic TLDs

Generic TLDs include the most popular top-level-domain such as .com, .org, .net etc.

#### b. Country-code TLDs

Country-code TLD (.mm) is recommended for "mental heal" websites. Since it primarily serves a specific country, Myanmar, a specific country-code domain helps the users to clarify that they are at the right web address.



**figure( 8.3) Domain name availability checked from Godaddy website<sup>17</sup>**

<sup>16</sup> <https://www.cloudflare.com/learning/dns/top-level-domain/>

<sup>17</sup> <https://www.godaddy.com/en-sg>

The above screen captures (figure 8.3) are the most suitable and available website domain name for mental heal. The price range is between 700 to 800 THB for each year.

1. mental-heal.org
2. mental-heal.com
3. mental-heal.net

Moreover , "mental heal" can choose the domain name together with the country code. The following are the domain name together with the country code extension.

#### - **Promotion**

(6420055 Myat K. , checked 6511338 Su N.)

Promotion is the key component in helping the firm to build awareness, reach to the potential clients and boost engagement of the services. "mental heal" should build strategic promotion plans that can significantly increase the visibility of the website and reach to clients.

##### 1. Search Engine Marketing (SEM)

Search Engine Marketing (SEM) can promote "mental heal" website through paid search ads. SEM can help target users find "mental heal" website , who are actively searching for mental health services. Google Ads is suitable to promote "mental heal" website.

###### ● **AdWords**

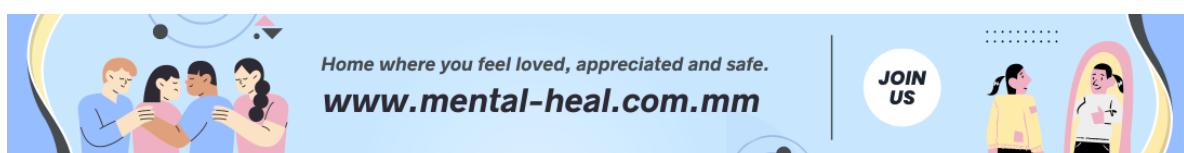
AdWords is text-based ads that make the website appear when the users enter and search for specific keywords. For the website like "mental heal" , "mental heal" website should display if the queries entered are related to the words "mental health", "counseling", "therapy", "mental support", those words alone or together with the words related to "Myanmar" region.

###### ● **AdSense**

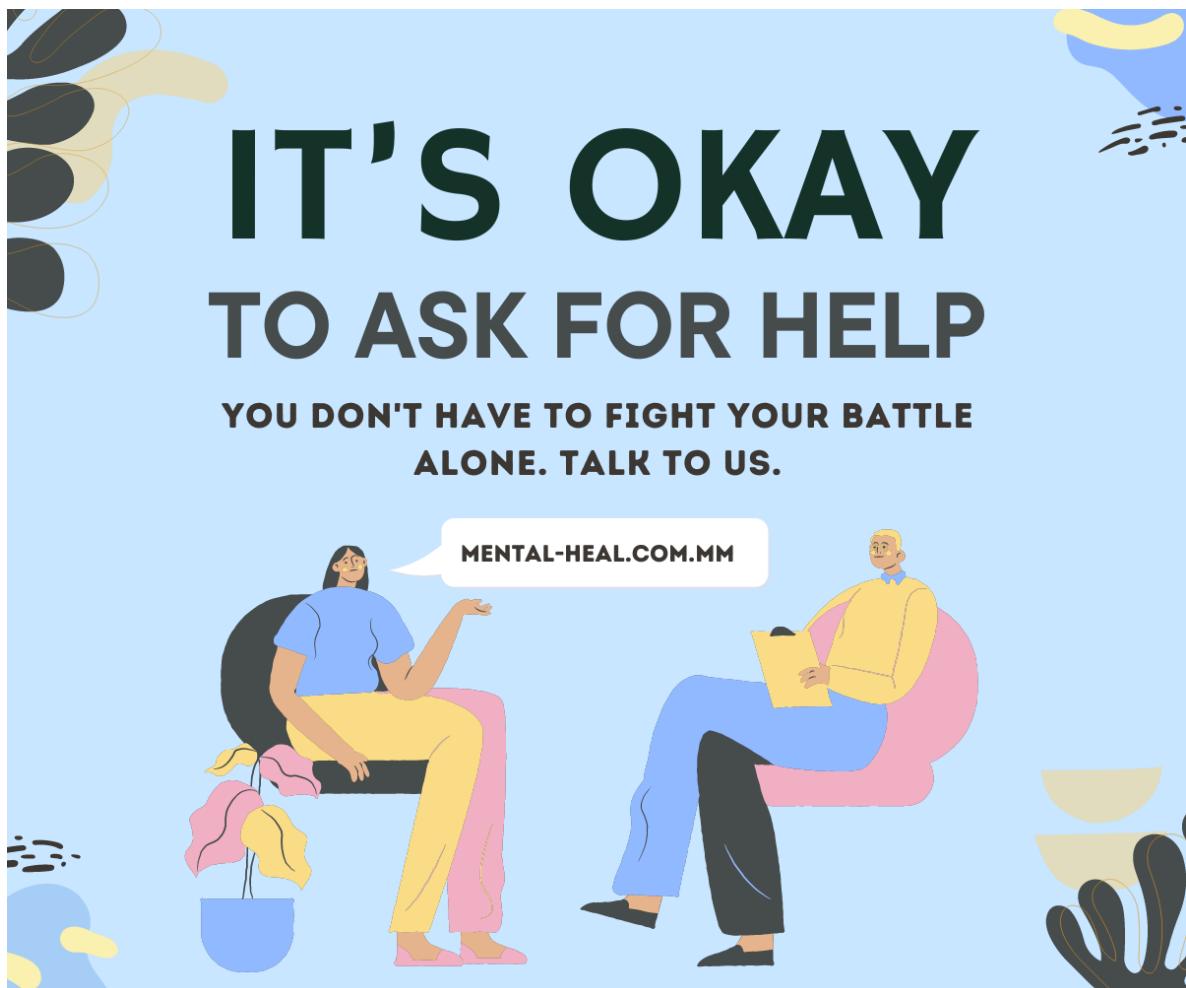
AdSense allows other related websites to display "mental heal" websites. This is an excellent way to promote the reach of "mental heal" websites to the potential customers who visit other related websites. It is one of the most effective ways since it captures the audience's interest who are deliberately looking for or likely to visit related to mental health or self-care.

###### ● **Banner**

Creating the eye-catching poster is one of the effective ways to catch audience attention. Using a calm color to build the firm brand identity is one of the considerations to create the banner. Additionally, the banner not only attracts potential customers but also builds brand awareness and recognition.



**figure (8.4) Banner for "mental heal" website  
Google ads leaderboard size<sup>18</sup>**



**figure (8.5) Banner for "mental heal" website  
Google ads medium rectangle size**



**figure (8.6) Banner for "mental heal" website  
Google ads mobile banner size**

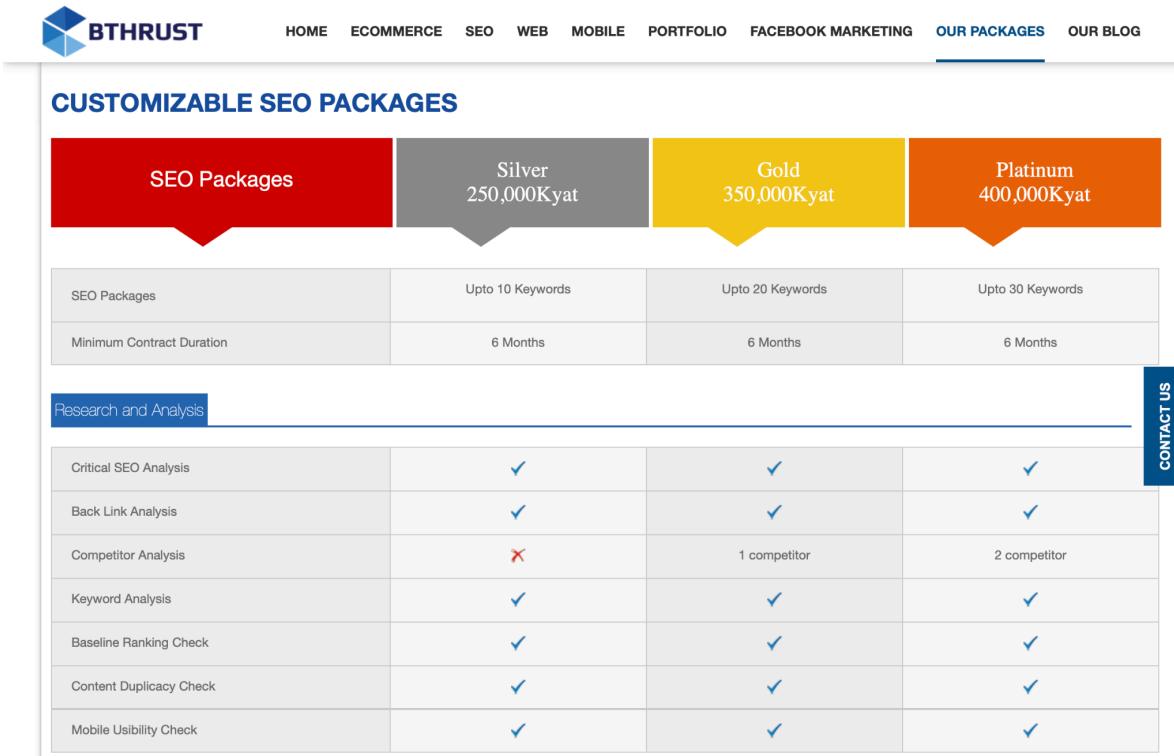
The above are the sample of the banner to promote in Google Ads, especially Google Adsense embedded in the related websites according to the devices. figure (8.4) and (8.5) are for desktop web pages and figure (8.6) is for mobile web pages.

## 2. Search Engine Optimization (SEO)

SEO is also crucial in promoting the visibility of "mental heal" websites organically on search engines like Google. By improving the website's content , "mental heal" can reduce the cost for the ads to attract more visitors.

<sup>18</sup> <https://www.semrush.com/blog/banner-ad-sizes/>

To implement effective SEO, it's better to hire a specialized firm or expert who can analyze and find the best solution to optimize the website. For technical requirements, mental heals has already suggested implementing SSL certificates for web security.



**Figure (8.7) SEO package offered by BTHRUST Myanmar Company<sup>19</sup>**

The above is the pricing of SEO services packages offered by BTHRUST Myanmar Company. Silver package cost around 1600 THB, Gold around 2300 THB and Platinum around 2600 THB. "mental heal" should choose the Gold package because it supports 20 web pages which align with the expected web pages of "mental heal" websites.

## 8.2 Organization Relationship and Behavior

### - Customer

(6511338 Su N., checked 6420055 Myat K.)

"mental heal" can use its e-commerce website to collect any related information from customers. Its website also offers a **Frequently Asked Questions (FAQ)** section with answers to common questions. This way, customers can find the answers they need without having to contact the customer support. This also reduces the interaction and response time that needed to reply and confirm the information. If the clients would like to ask other questions that are not listed in the FAQ section, the customer service team can also answer

<sup>19</sup> <https://www.bthrust.com/mm/seo-packages.html>

questions quickly and with compassion. The customer can get help from the customer support team with technical issues, and schedule appointments, making sure that users have a smooth experience.

Moreover, the website is also embedded with a chatbot which will reply to the frequently asked questions automatically. And if anything needs to be modified, the customer service will provide additional information to the clients through the chatbox.

"mental heal" can build stronger relationships with its customers by sending them **email about updates**, mental health tips, and personalized session reminders before their appointments. Clients who haven't scheduled a session in a while can get reminder emails to let them know they're still being taken care of and open to help.

"mental heal" can send **surveys** to clients after each session to ask about the clients' experience , such as how helpful the counselor was and how easy it was to use the platform. This lets things keep getting better and makes customers feel like they are important. Asking for evaluation not only helps customers to express their experience but also helps the firm to step to further improvement. "mental heal" can also send **personalized messages** to clients on their birthdays or special occasions, to offer free mental health resources or discounts. These efforts help clients feel more connected to the firm and improve their overall experience.

### - **Supplier**

(6420055 Myat K. , checked 6511338 Su N.)

Since mental heal's focus on e-commerce websites of mental health services is needed, suppliers can come from various categories that provide essential tools and services to ensure smooth operations, marketing, and satisfaction of patients. So, some key supplier includes :

#### **1. Telecommunication Tools**

"mental heal" subscribes to a zoom premium for smooth communication with clients. After building an ecommerce website , zoom will continue to be used and embedded in the e-commerce platform to direct a specific meeting.

And it costs around 5000 THB for one year. The firm already subscribed to the zoom pro plan and will continue using it after building the ecommerce platform.

#### **2. Web Building Firms**

"mental heal" has additional suppliers for building an ecommerce platform and web building is one of them. The web building firm will customize the web not only for the customers but also for the admin to update schedules and navigate the content.

#### **3. Marketing Tools and Services**

Marketing tools and services include from SEO firms to Google AdSense to gain potential visitors both organically and through the Ads. The pricing of the Marketing tools varies depending on the target market and many other factors.

#### **4. Payment Processors**

Since mental health is going to implement automated payment processing , the mobile banking platform in Myanmar becomes one of the necessary suppliers. The firm needs to register as a verified shop for the mobile banking platform and transaction fees will deduct according to the amount of transaction. It only costs very little percentages around 1-2% percent and promotes the efficient operation of the firm and eliminates the transaction error and waiting time.

#### **5. Web Security**

The frim needs to interact with the web security professional frequently since clients' data need to be protected.The firm needs to purchase an SSL certificate first. And backup is also needed to prevent data loss and back up the data , to do so the firm needs to purchase cloud storage and automate the backup so that it can operate smoothly without losses.

### **IX. Conclusion and Recommendation**

(6420055 Myat K. , checked 6511338 Su N.)

"mental heal" is a mental health organization founded in 2020 by Ms. Eingyin Hmwe, offering mental health services including counseling, therapy, and awareness programs both online and offline. The firm also collaborates with other organizations to provide a wide range of services. mental heal's vision is to extend services to rural areas and to deliver accessible, and professional care.

Despite its strengths, "mental heal" faces challenges such as slow response times, difficulty in booking appointments, and limited international payment options. Moreover, the company must overcome the obstacles like VPN restrictions, economic hardships, and the ongoing stigma surrounding mental health. With growing awareness among Myanmar youths, the mental health sector shows potential for significant expansion which becomes an opportunity for "mental heal".

Going online provides "mental heal" with numerous advantages, including enhanced accessibility and convenience for clients, especially those in remote areas. Because "mental heal" websites will provide flexible scheduling, real-time slot checking, and cost reductions. A new online presence will boost engagement, provide valuable information, and secure transactions. It enhances the firm's credibility because the firm can perform data-driven decision-making, and overcome government restrictions on social media.

After implementing the e-commerce website, there will be some changes in the organization structure of "mental heal". There are several tasks eliminated by implementing e-commerce such as providing information manually when clients contact the social media , waiting time for confirmation of the booking and manually checking transactions. This transformation enhanced efficiency, customer service, and online boosting operational effectiveness and customer engagement.

The following are the further suggestions that "mental heal" might need to perform.

- **VoIP Implementation:** Integrating VoIP (Voice over Internet Protocol) into the website can significantly reduce annual telecommunication costs. By doing so the firm can save for the cost for the telecommunication tools.
- **Website Color and Design:** The website's design should be calm and soothing colors, such as blue and yellow, to create a welcoming environment. This helps the visitor to feel a sense of safety, who are looking for mental health support.
- **Analytics Tools:** Using analytics tools, such as Google Analytics, is essential for tracking user behavior. By using those tools the firm can make more accurate decisions by analyzing the data gained from the website.
- **Security Procedures:** Strong security measures should be implemented to protect client data since the firm not only has to deal with client's confidential data but also need to provide secure transactions. The firm should do penetration testing, security scans, and updates regularly to identify and fix vulnerabilities of the website. As mentioned above, SSL certificates and data encryption should be maintained to ensure the site remains secure and align with privacy regulations.

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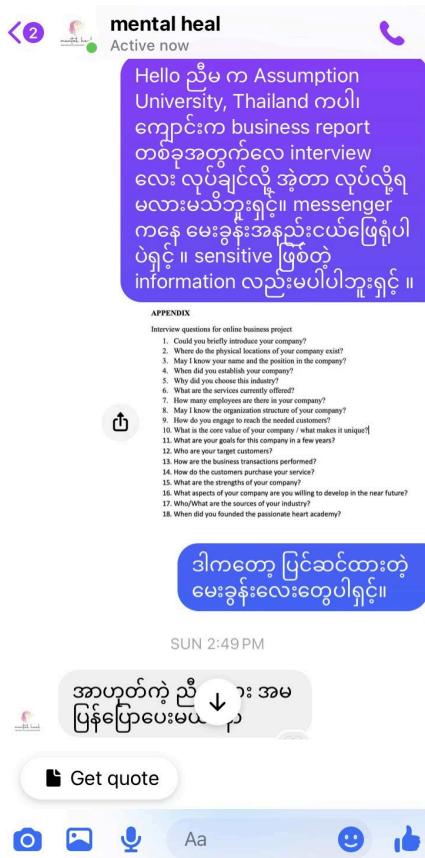
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## XI. APPENDIX

## Interview questions for online business project

1. Could you briefly introduce your company?
  2. Where do the physical locations of your company exist?
  3. May I know your name and the position in the company?
  4. When did you establish your company?
  5. Why did you choose this industry?
  6. What are the services currently offered?
  7. How many employees are there in your company?
  8. May I know the organization structure of your company?
  9. How do you engage to reach the needed customers?
  10. What is the core value of your company / what makes it unique?
  11. What are your goals for this company in a few years?
  12. Who are your target customers?
  13. How are the business transactions performed?
  14. How do the customers purchase your service?
  15. What are the strengths of your company?
  16. What aspects of your company are you willing to develop in the near future?



### (Translation)

Hello , I am from Assumption University, Thailand. I would like to interview some questions for the business report for my school. So, I would like to ask some questions in Messenger. I guarantee it will not include sensitive information. (political)

>> Photo

Here are some questions I prepared.

"mental heal" :

Ahh OK sister , I will inform you very soon na



Link for the attachment

[mental-heal-Portfolio\\_25.5.24\\_20240626\\_120154\\_0000.pdf](https://www.dropbox.com/s/120154_0000.pdf?dl=0)

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