



2go

“On-site service anywhere anytime”





Problem



Busy and No time



**Difficult to
book service**



**Outside workshop
(B-Quick etc.)
Honda loss business**



Solution





Active customer:
Visit dealer for service once or more in a year

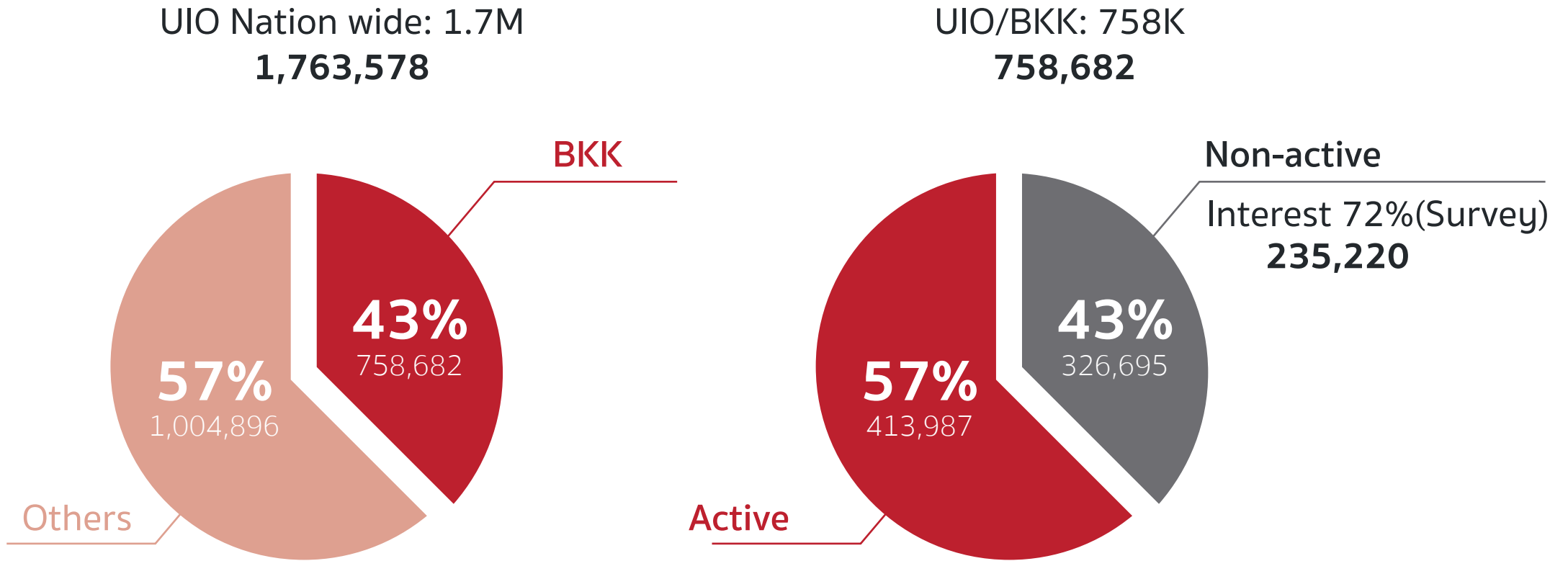


Non - active customer:
Have no records of visiting for service within a year

***Based on survey (Sample size : 150 persons)**



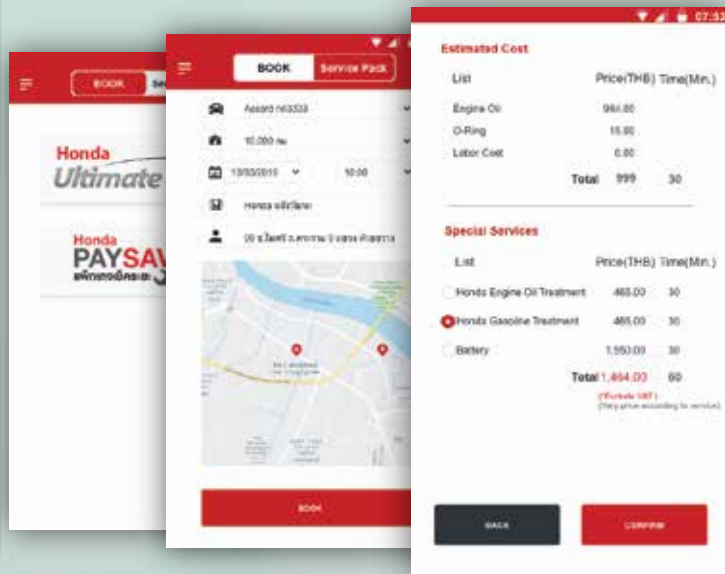
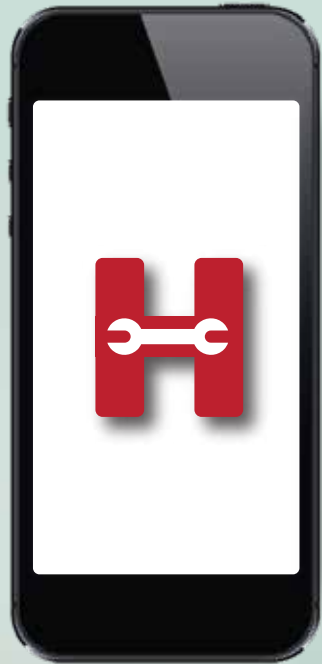
Market size - Potential to use mobile SV



UIO : Unit in Operation



Product



Book



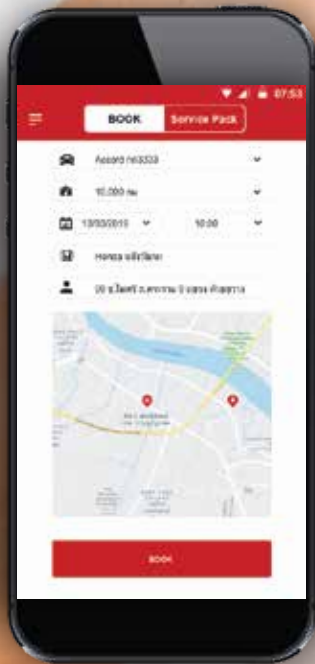
Confirm



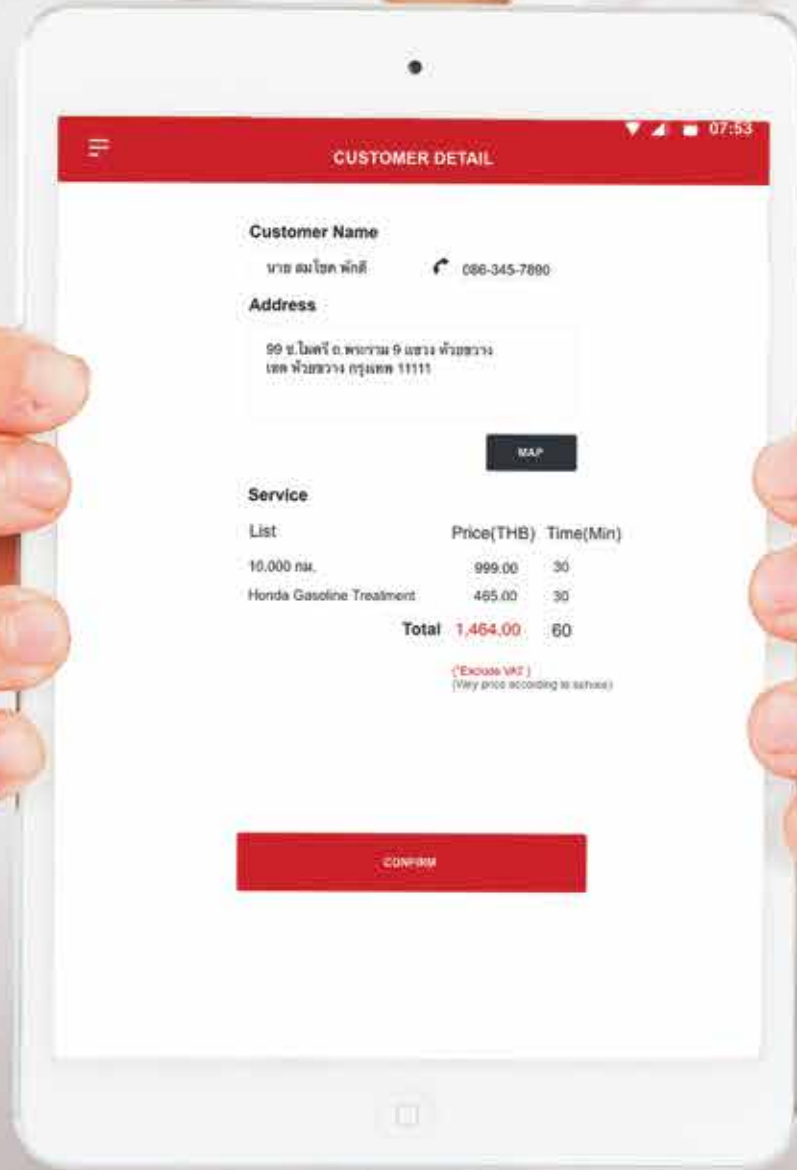
Go and
Get service



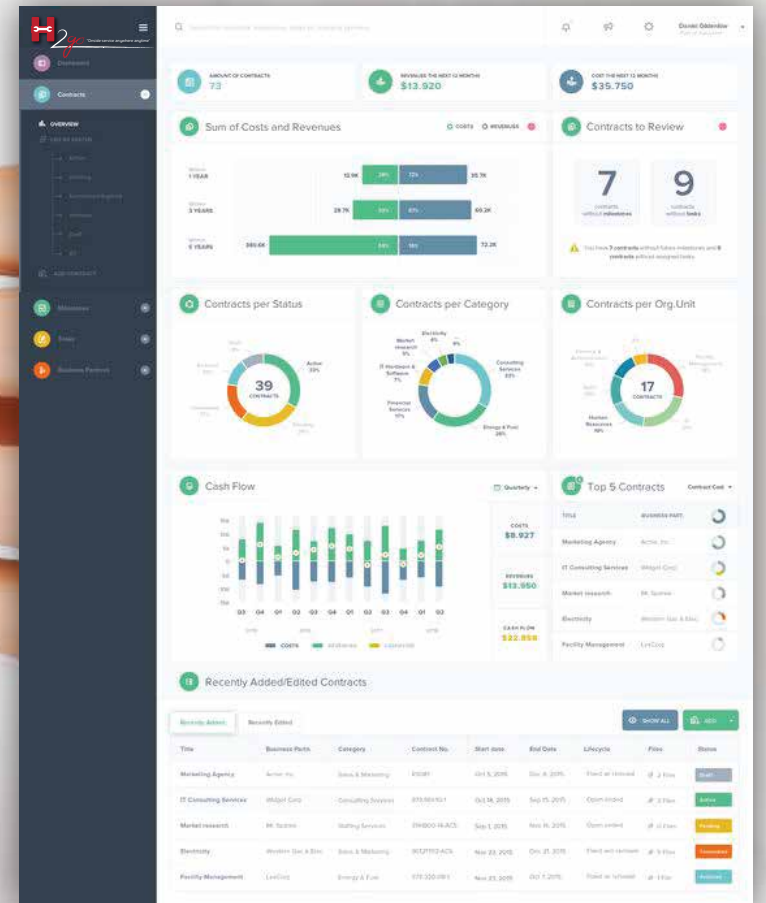
Operation



Customer(APP)



Technician



Dealer



Competitive Landscape

Mobile Service Car (Available)



2go

“On-site service anywhere anytime”











Off-Line
(Calling)

On-Line
(Mobile APP)



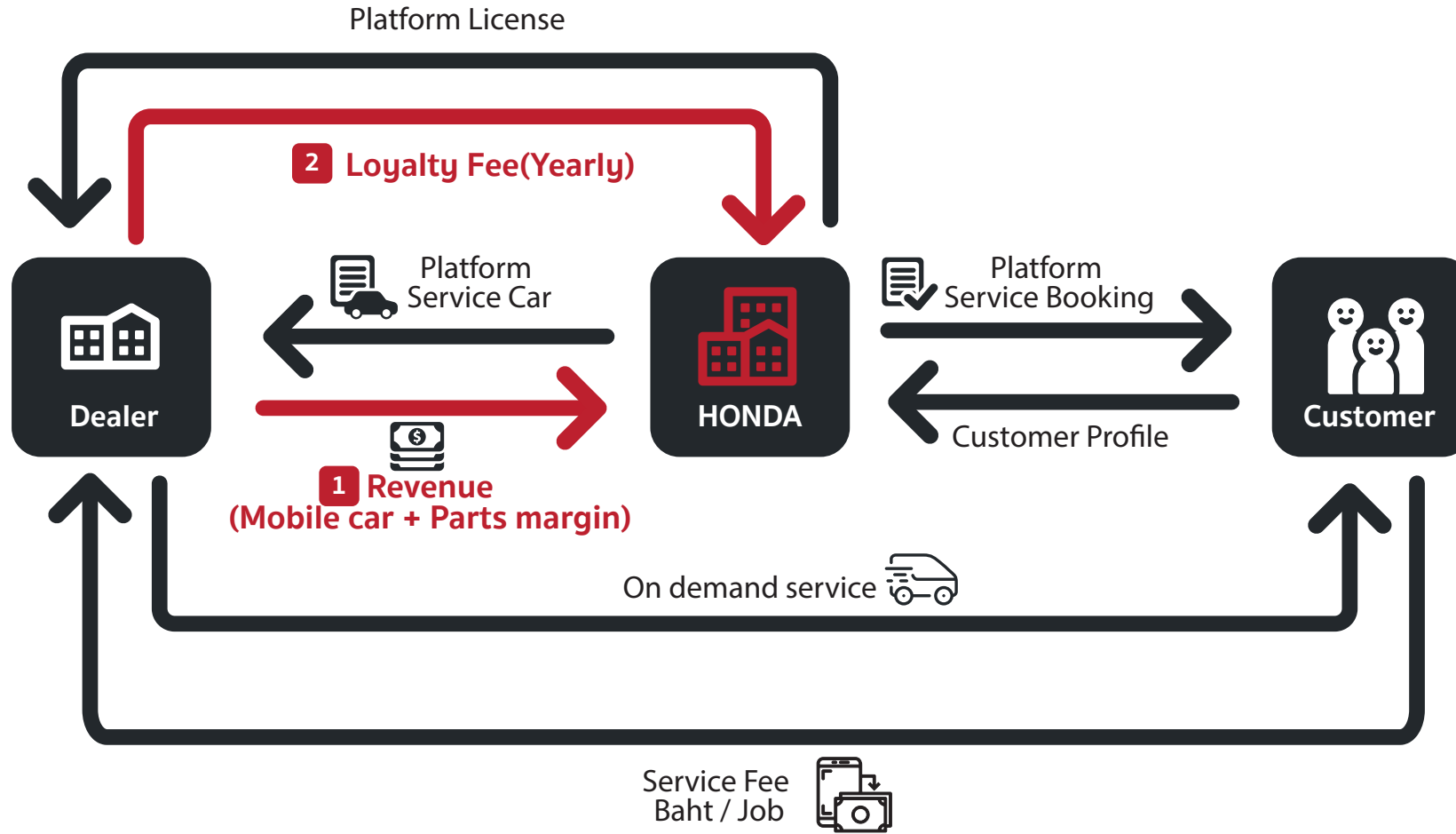
Mobile Service Car (Unavailable)

H Comparison

					
Hardware (Mobile Service Car)	✓	✓	✓	✓	✓
Operation Activation	—	—	—	✓	✓
Service Package	—	—	—	—	✓
Operated by	Dealer	Dealer	Dealer	MG & Dealer	Honda & Dealer
Service	Maintenance	Maintenance	Maintenance	Maintenance	Maintenance
Contact Channel					



Business model Revenue Stream

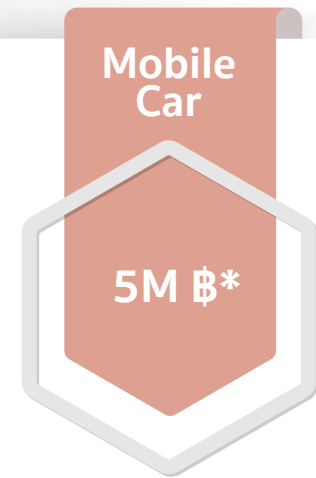
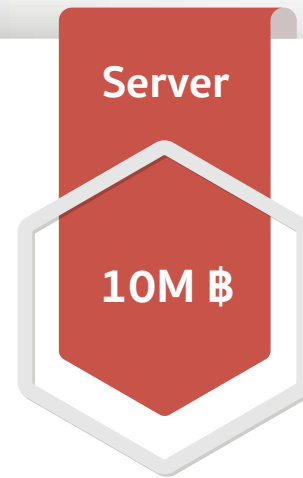
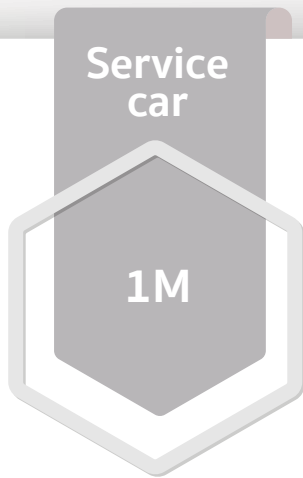




Investment + ROI

Trial Demo **3M ₪**

Production **25M ₪**
Total Investment
ROI= ~3 Years



* For mobile service car 5 units



Introduced APP by Dealer
(New car sales, Service)



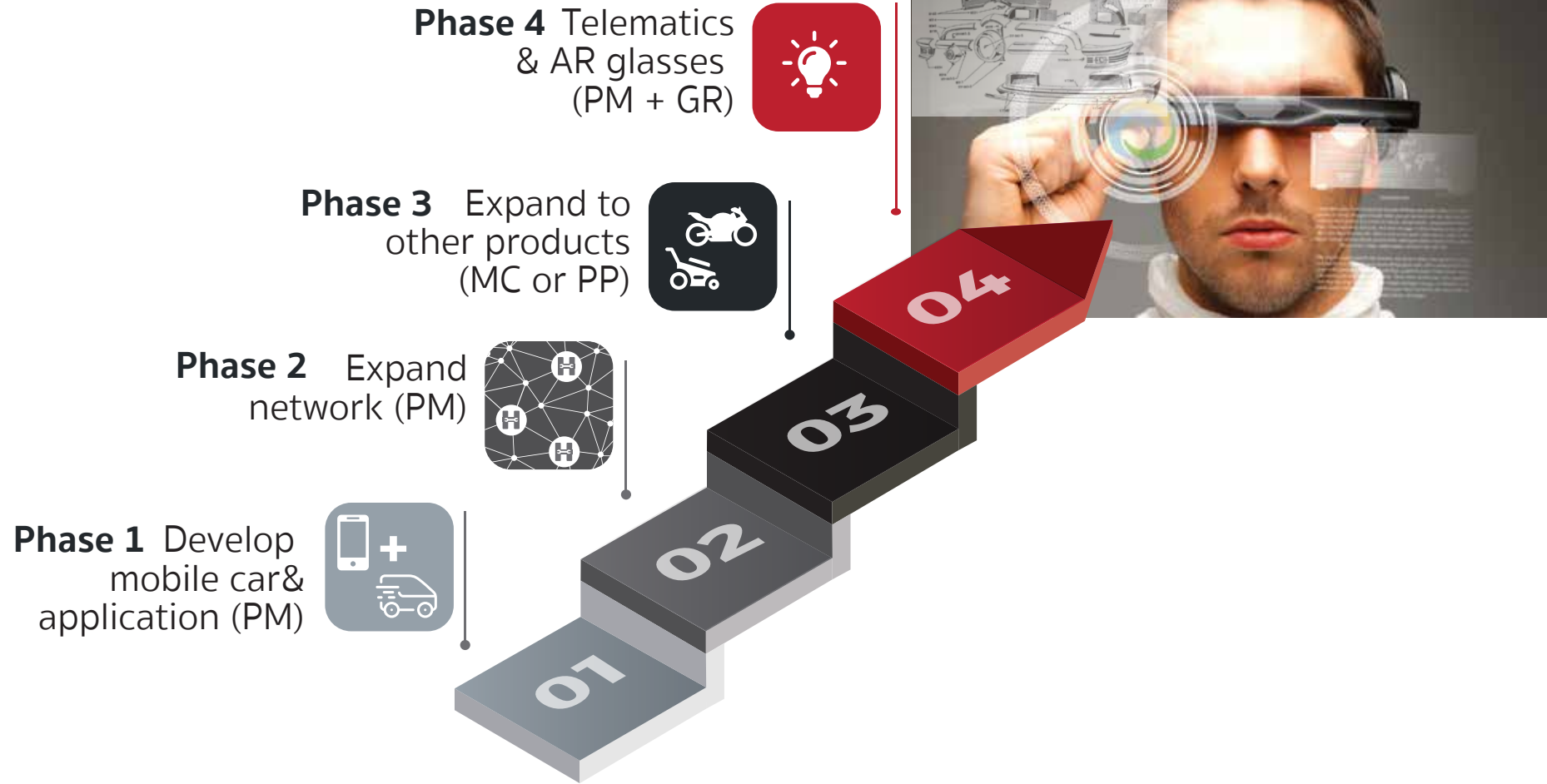
Social Media Advertisement
(Facebook, YouTube etc.)



Micro influencer
(Forum review)



Long Term Plan Milestones





Our Team



CEO – Ann

Miss Wachiraporn Kumpeepong
Automobile Service

CFO – Kai

Miss Kaniknan Panomprai
painting department PA-P

COO – Peung

Miss Kanchana Parinyapornkun
Motorcycle Service

CXO – Lookpla

Miss Chalatharn Rattanapanich
Parts Planning

CTO – Platu

Mr. Apichai Lertjanyakul
IT



2go

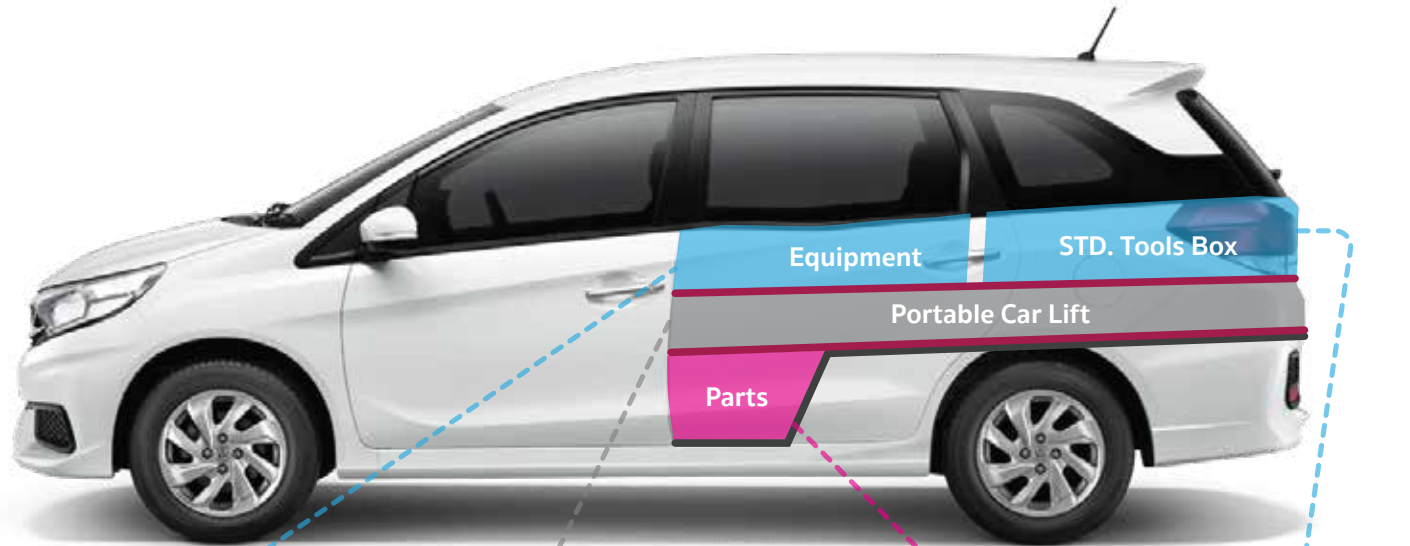
#Save time, serve happiness
#We serve at your place





Side view

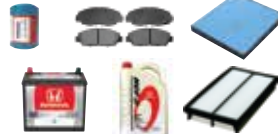
Rear view



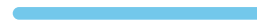
Air Pressure Pump



Portable Car Lift



Maintenance Parts



Layout Tools Box

— Body Frame Line
— Modified Floor



Weight Load Estimation and Investment cost

Weight Load Estimation

Max load: 550 kg



- General Repair Tech x 1
- Final inspection, Repair advice
- Periodic Maintenance Tech x 1
- Maintenance process



Enable to service all maintenance job

Portable with easy moving and light weight

Investment cost

Standard Tools	56,000
Portable Car Lift	60,000
Portable Air Pressure Pump	7,000
Protection Kits	3,000
GPS Tracker	5,000
Honda MOBILIO (S Grade - AT)	659,000
Tablet for Techncian	20,000
Modification + Decoration	180,000
Total	990,000

Estimated cost

1,000,000



Amaze
954 KG



City
1,102 KG



Accord
1,560 KG



Brio
937 KG



JAZZ
1,086 KG



CR-V
1,742 KG



Mobilio
1,173 KG



Civic
1,317 KG



HR-V
1,297 KG



BR-V
1,241 KG



Civic (5D)
1,316 KG

Lift Max capacity : **2,268 kg**
Lift capacity can support
all Honda models.



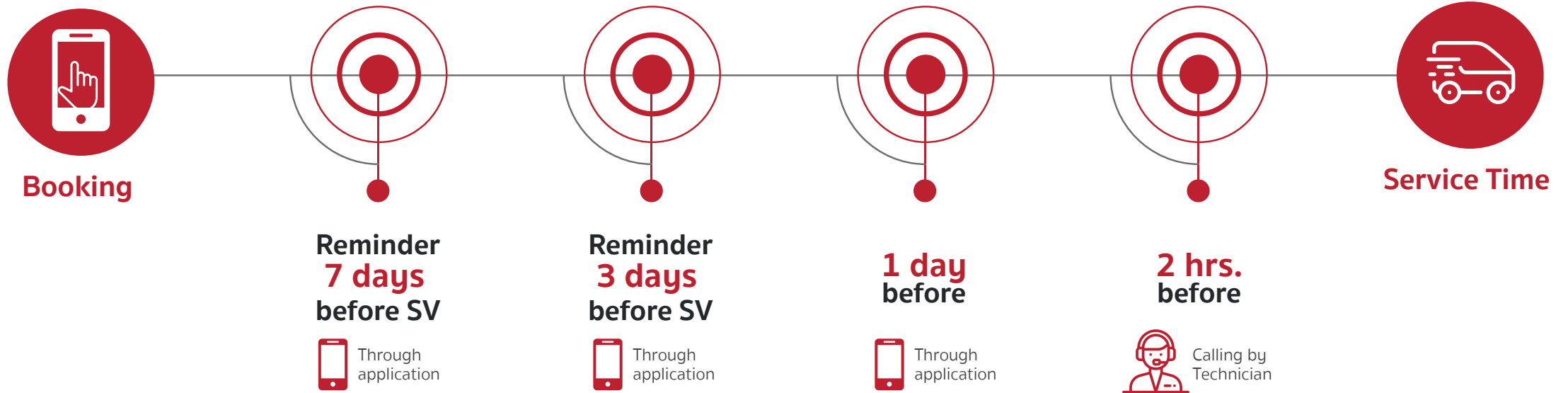
Service conditions

- ✓ 2.5m x 2.5m
- ✓ Hard/Stone Floor
- ✓ Do not provide service in case of raining





Feature	Honda	Dealer	Technician	Customer
Mobile application				
Job appointment	-	-	<input type="radio"/>	<input type="radio"/>
Map/Tracking	-	-	<input type="radio"/>	<input type="radio"/>
Notification	-	-	<input type="radio"/>	<input type="radio"/>
Payment	-	-	<input type="radio"/>	<input type="radio"/>
Review/Rating	-	-	<input type="radio"/>	<input type="radio"/>
Inspection sheet	-	-	<input type="radio"/>	-
Web application				
Booking management	-	<input type="radio"/>	-	-
Update Technician data	<input type="radio"/>	<input type="radio"/>	-	-
Update Dealer data	<input type="radio"/>	<input type="radio"/>	-	-
Service car tracking	<input type="radio"/>	-	-	-
Application Feature	<input type="radio"/>	<input type="radio"/>	-	-

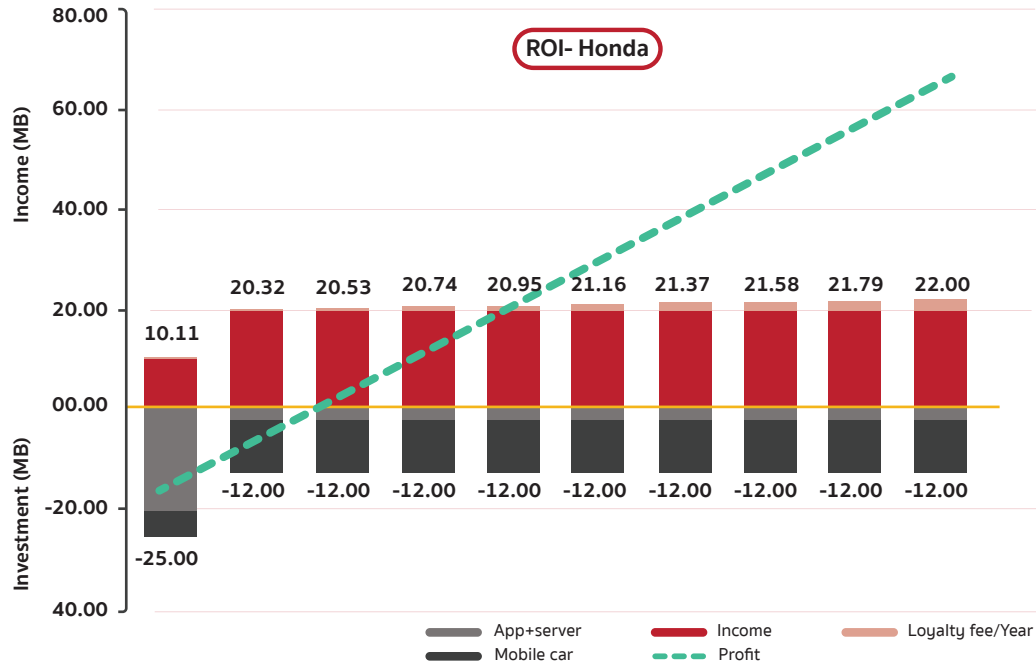


Objective Avoid booking cancellation from customers and miss-opportunity for other service



HONDA

ROI : 2 years 11 months



Yr.	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th
Unit	5	10	10	10	10	10	10	10	10	10

1st Year Investment

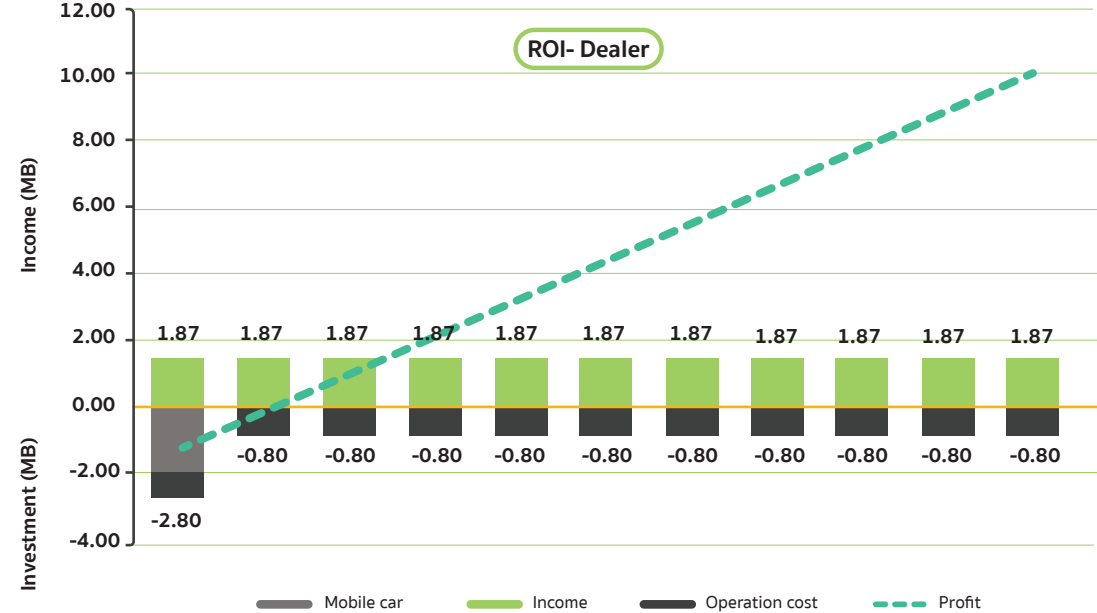
- Application 10M
- Server 10 M
- Mobile Car 5M (5 units)

Later Years Investment

- Server Maintenance 2M/year
- Mobile Car 10M (10 units)/year

Dealer

ROI : 2 years



1st Year Investment

1. Mobile car cost
2. Running Cost/year
 - Loyalty fee/year
 - Maintenance fee (Car + Tools & Equip)
 - Fuel expense
 - Insurance fee
3. Expense/year
 - Technician salary (2 persons)

Income Estimation

- Service Job/Day = 4 Jobs/Day
- Revenue/Job (AVG) = 3,300 Baht (Parts margin 28%, Labor 100%)
- *Yearly Revenue = 1,872,000 Baht

Later Years Investment

1. Running Cost/year
 - Loyalty fee
 - Maintenance fee (Car + Tools & Equip)
 - Fuel expense
 - Insurance fee
2. Expense/year
 - Technician salary (2 persons)



Maintenance Time Estimation

Service at Dealer

Km.	PM Time
10,000	30
20,000	30
30,000	30
40,000	60
50,000	30
60,000	60
70,000	30
80,000	90
90,000	30
100,000	60
110,000	30
120,000	60
130,000	30
140,000	60
150,000	30
160,000	60
170,000	30
180,000	60
190,000	30
200,000	60

Avg. Time = 45 min

Mobile Service

Km.	PM Time
10,000	60
20,000	60
30,000	60
40,000	90
50,000	60
60,000	90
70,000	60
80,000	120
90,000	60
100,000	90
110,000	60
120,000	90
130,000	60
140,000	90
150,000	60
160,000	90
170,000	60
180,000	90
190,000	60
200,000	90

Avg. Time = 75 min.





appendix

Mobile Service Capacity Calculation

Servicing Time

75 min. / job

Average per maintenance job

Travelling Time

30 min. / trip

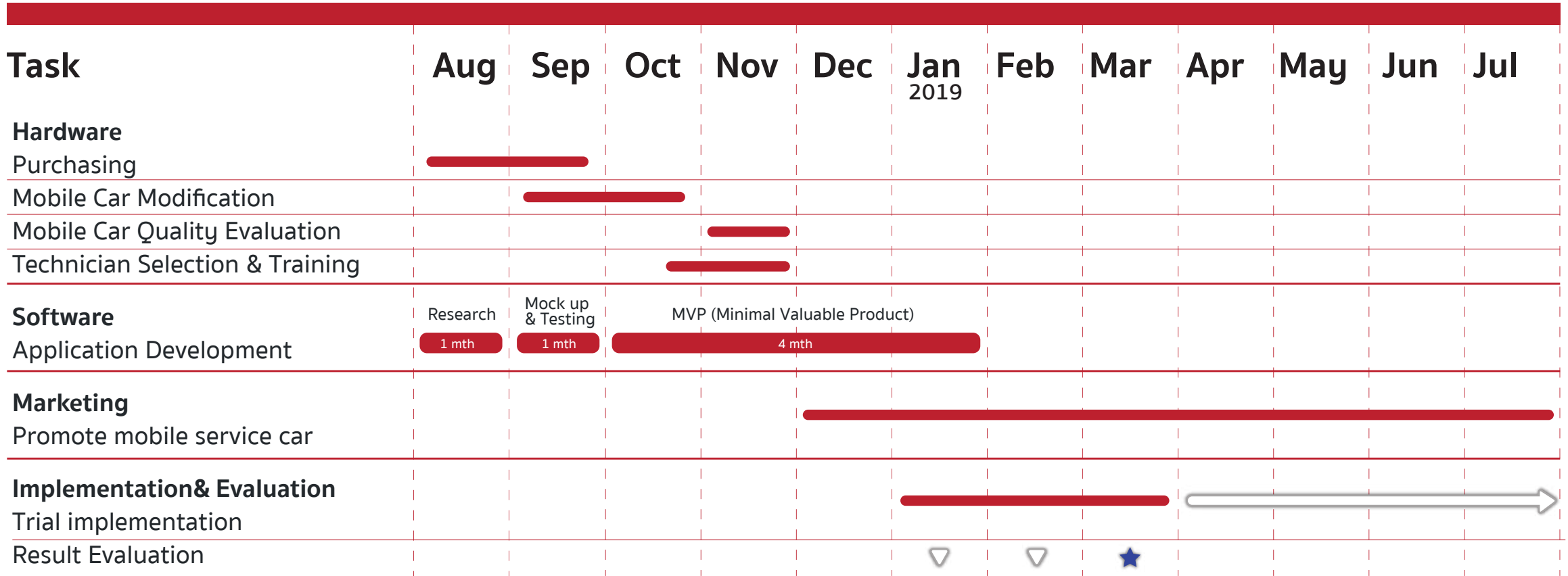
Within 10 km. distance

Service Unit	Service Time (min.)	Service Time (hr.)	Travelling Time (min.)	Travelling Time (hr.)	Total Time (min.)	Total Time (hr.)
1	75	1.3	60	1.0	135	2.3
2	150	2.5	90	1.5	240	4.0
3	225	3.8	120	2.0	345	5.8
4	300	5.0	150	2.5	450	7.5
5	375	6.3	180	3.0	555	9.3
6	450	7.5	210	3.5	660	11.0

Mobile Service Capacity = **4 units / mobile service car / day**



Next Plan for Prototype (Trial)



H appendix Manpower Support

Required manpower support

