

“Mobile Printing Service”

3⁺ Photo

Mr. Wichai Tantara	49311014-2
Ms. Nitiwadee Sowanit	49311015-9
Ms. Auemporn Srisomboon	49311020-9
Ms. Teerarat Tiyanpanjanit	49311017-5

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Company Profile

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

3⁺ Photo has founded by group of 4 peoples who are seeking for opportunities providing digital photo printing service from mobile phone camera. Nowadays, market is lack of serving need for customer who wants to print their photos from mobile phone from anywhere and at anytime without going to the Printing service shop or connect to the computer and printer. The company has constantly pursued the goal of breaking the barriers between people and technology.

Vision : To be the first successful mobile photo service provider in Thailand

Mission :

- Provide the easiest way to send and get photos with no-compromised commitment
- Provide best quality photo printing with professional resources
- Provide variety forms of printing for customer value

Slogan: One-stop photo service at your fingertip

Our Business Summary

Nowadays it's common to see people walking about talking on their mobile phones, or using their mobile phones to send text messages, but sometimes it's those times where you see something that you want to take a picture of and you don't have a camera on you.

Today many of the modern cell phones come with built in cameras that allow you to take pictures and save them to the phone's memory.

This enables you to take spur of the moment pictures because many people don't always have a camera handy, and getting them off of the camera phone isn't always easy. Most camera phones store the images on internal memory modules that aren't removable, so the user can't just take the memory card out and transfer the images to their computer.

There are ways of getting the pictures from the phone, and most of the time takes more patience than should be required for a picture. Some of those ways include uploading the pictures to the library that can be accessed from a computer so that you can download the pictures.

The Company is to providing a safe, easy way to process wireless printing photo services. We enable our customers to send their photo in mobile phone to us for printing and mailed to

customer' house. Moreover, we provide a application program on the phone help user to preview and order to print those picture which is easily and streamlined from start to finish.



Company offers professionally digital photo prints at reasonable price, free online photo sharing, unlimited online photo storage, free editing tools and software, wireless imaging services, and more than 80 personalized photo products, ranging from calendars, mugs and mousepads, to boxer shorts, dog leashes and teddy bears.

Our service makes it fun and easy to send personalized greeting cards, photo cards, and photo invitations. Share special moments with friends and family with holiday photo cards, personalized postcards from your vacation, baby birth announcements, and hand-written thank-you notes on personalized stationery cards. With so many ways to customize your photo cards, it's easy to be creative with Your Photo.

Project: Photo Plus Service

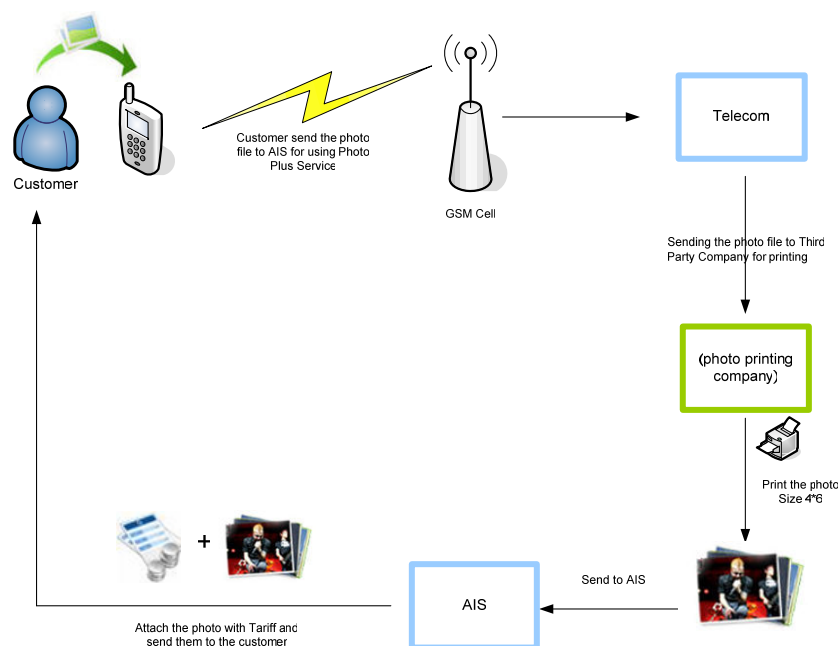


Figure 1 - Service Deliverable

The marketing strategy

To build brand reputation, **3⁺Photo** will ensure our customers' enjoyment using our photo service for their convenience at their fingertip from personal mobile phones. We will initially co-operate with leading mobile operators in Thailand as a total photo solution focusing on ease of use, intuitiveness, speedy and confidentiality under attractive business model. We will employ professional resources of our core competences to provide range of quality output and variety features to be truly one-stop photo service. We will carefully select sources and materials to meet various needs e.g. occasions, lifestyles from qualified suppliers and unique design for **3⁺Photo** customers' selections. Customer service and tracking order status are never-be-second as attractive features. As a result, our customer gains benefits by saving time and getting privilege.

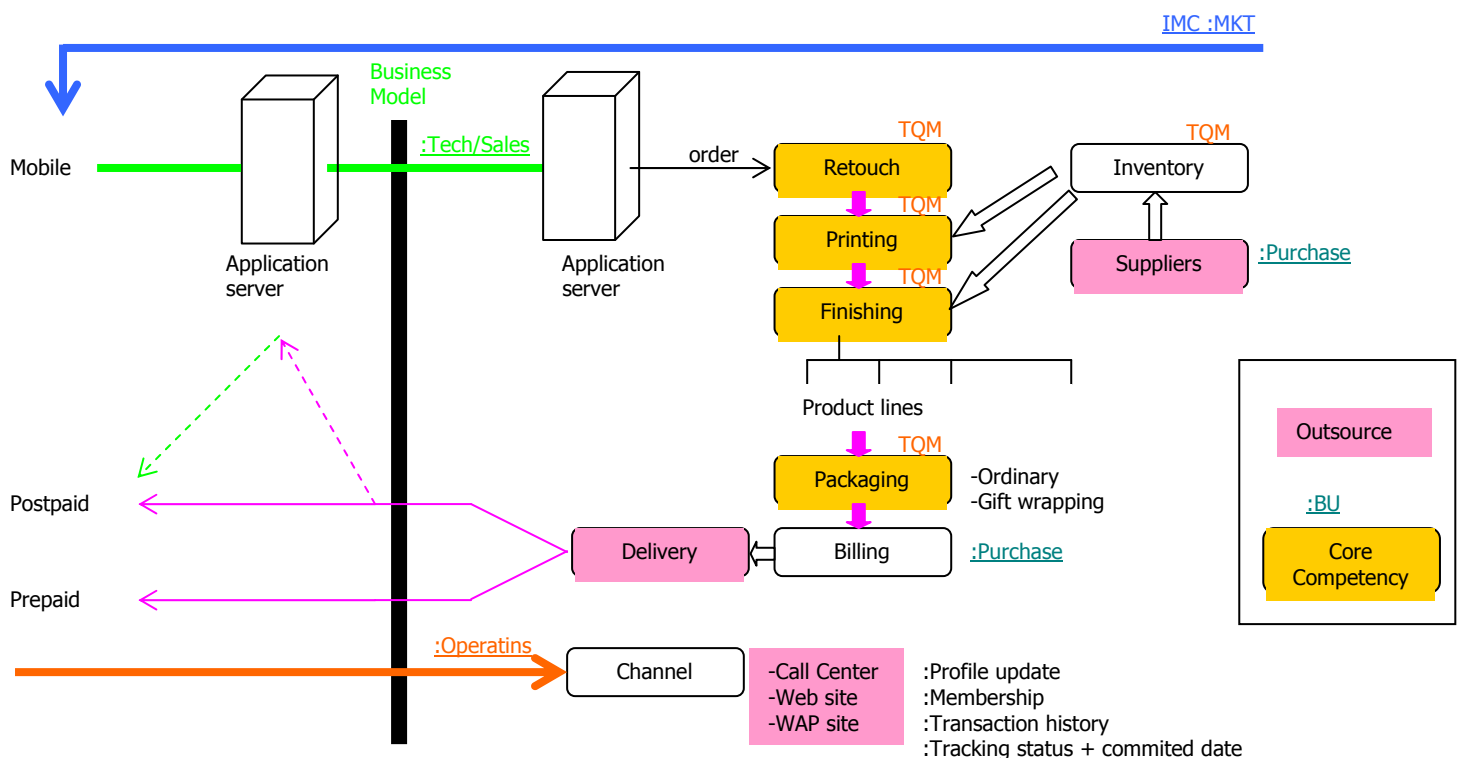


Figure 2 - **3⁺Photo** Business Model

Segmenting and Targeting Markets

Criteria of Segmentation

- Mobile Photo Service's segment must be large enough to warrant a special marketing mix.
- Mobile Photo Service's segments must be identifiable and their size measurable.
- Members of targeted segments must be reachable with marketing mix.
- Unless segment responds to a marketing mix differently, no separate treatment is needed.

Market Segmentation

"Nowadays, there is a growing population of consumers that value the imaging function of their mobile phone. These consumers are willing to pay more for their handset; tend to take, share, and print more pictures with their camera phone; and spend more per month on wireless services. Vendors need a product and marketing strategy to appeal to this lucrative imaging-centric market segment." In 2005, population of mobile phone is approximately 40 million. However, the modern mobile phone camera can estimate 0.01 percent around 400,000 phones activities in the market.

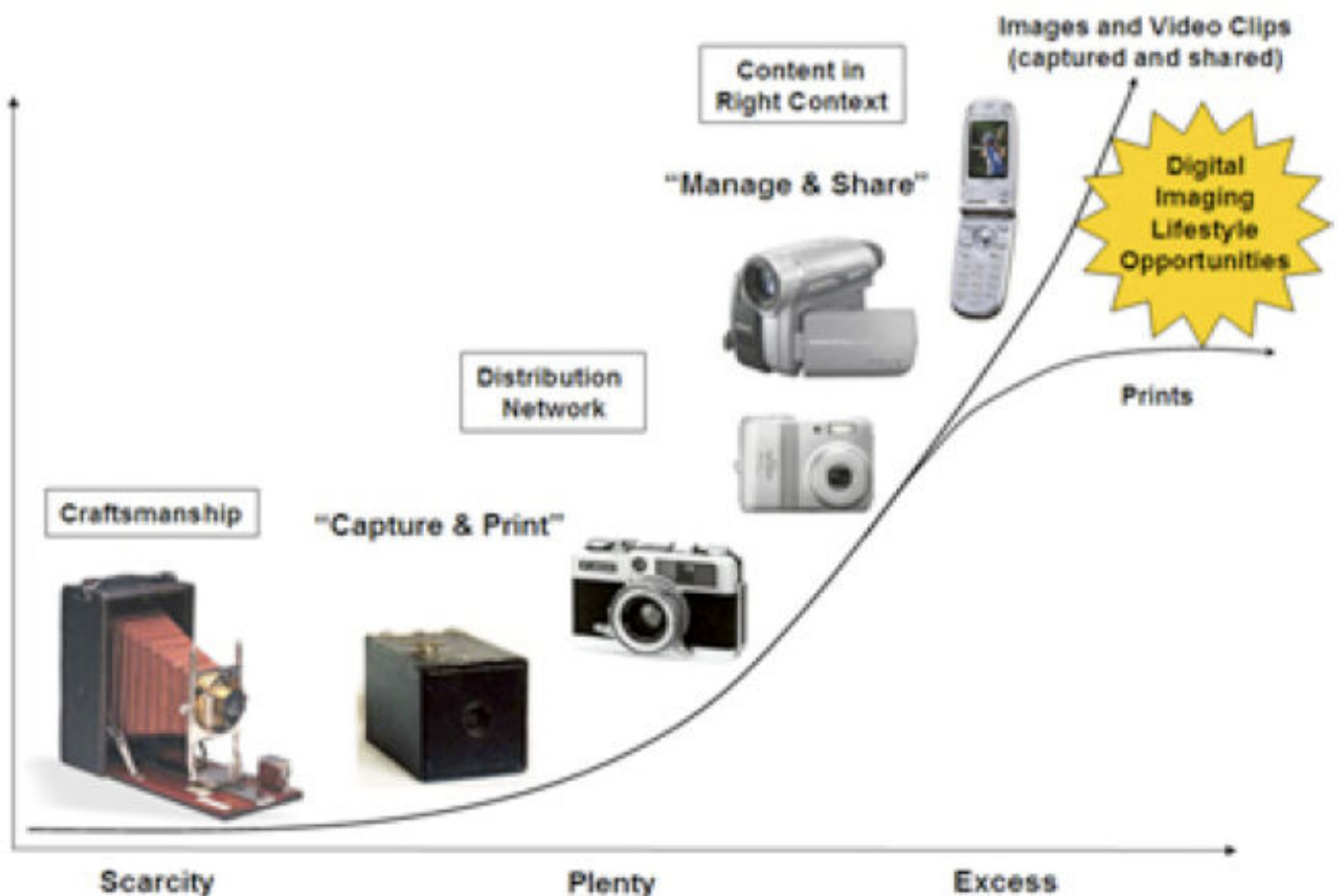


Figure 3 - Photo industry era

From the study this explosive market, providing with a perspective on consumer behavior in each of the major markets for mobile imaging. We desire to encourage them who have mobile phone feel free and save their time for photo printing services, and more value added with photo gift printing.

Base for Segmentation for Consumers Markets

Geographic

- Thailand
- Urban, Suburban

Lifestyle Segmentation

- love to take the photo via mobile phone
- Like to travel
- Don't have much time to go to the photo shop
- People who love to design gift certificate

Demographic

- Gender: Male and Female
- Age between 15 – 40
- Any Occupation

Behavioral Variables

- By Occasion: regular occasion , special occasion
- User Status: First time user, Nonuser, Potential user

Benefit Sought

- Economy
- Quality,
- Convenience

A Market is...

- (1) People with
 - Individual person who love to take the photo via mobile phone or who love to design gift certificate
- (2) Needs or wants, and with
 - Quality image printing or gift certificate with convenience
- (3) The ability with
 - The focus in mobile imaging is on issues such as ease-of-use and improvements in image quality
- (4) The willingness to buy.
 - Various Selection & Convenience

The investment

3⁺ Photo is seeking THB30 million to fund start up operations and working capital opportunities.

3⁺ Photo will be the first provider in Thailand. This is a high growth opportunities with attractive revenue growth meeting market lifestyle. The revenue growth will be 10% per year with profitability 20% per year.