



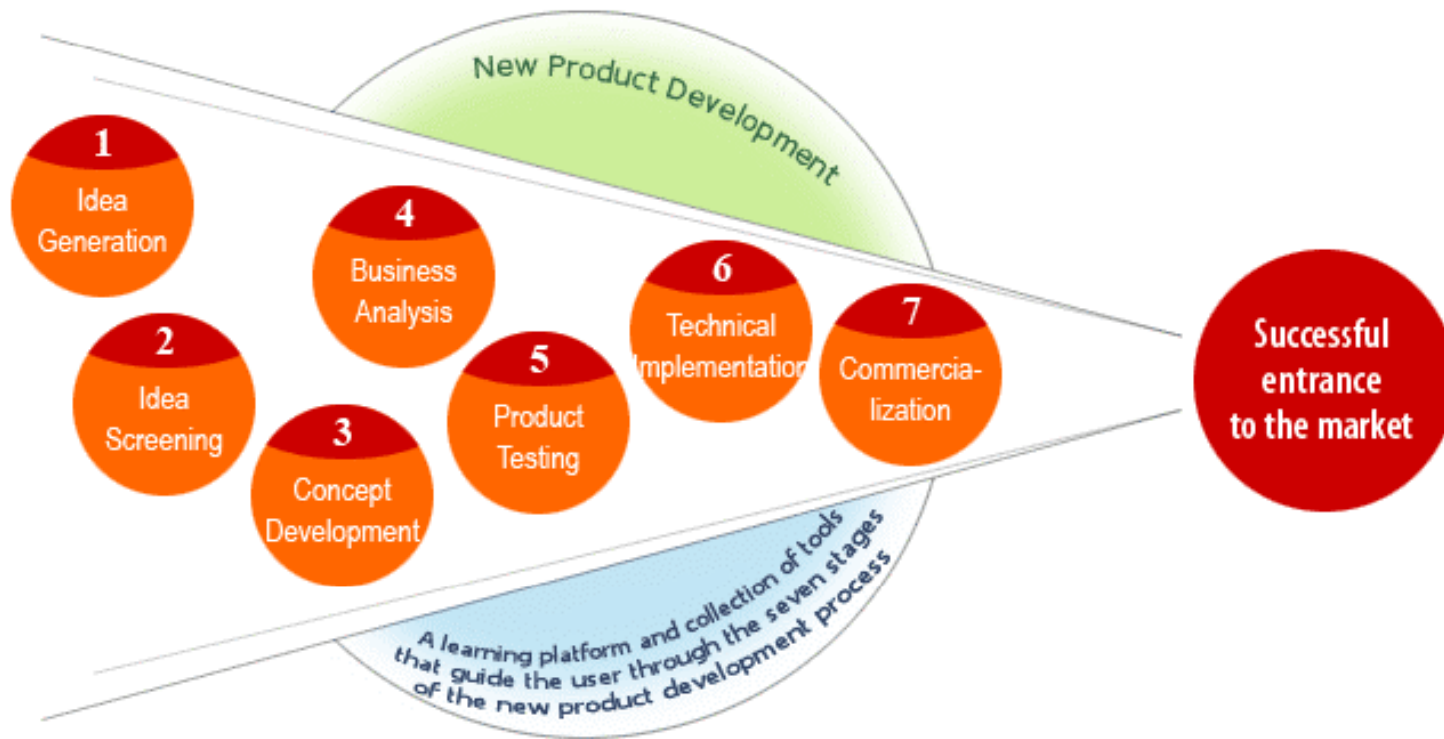
“HABIT”

**A MOBILE E-COMMERCE EXPERIENCE
ON THE BUS**

**Idea brief presentation to the Board of Directors of
O.A.S.Th**

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“HABIT” build up stages



This the pathway that inspired us

Retrieved from NPD guide found at: <http://www.vrc.gr:8080/npd-net/en/npd/index.html>



Idea capture

Motivated by the fact that traffic is a general problem in the big cities, and can be translated into many waiting-hours for passengers, either while waiting in the bus stops or being inside the bus, ***it could be an opportunity to make this situation much more interactive and productive.***



The idea

During travel time (including waiting time in bus stops), passengers will have the opportunity *to interact with a number of e-services through their mobile phones for free.*

Such e-services could be: to make on-line purchases, reply to e-commerce offers from different sellers/stores/traders, make a reservation in a theater, being informed about special offers in stores that possibly are interested in etc.



E-commerce utility for passengers in O.A.S.Th
An operational planogram of the service

The IDEA



Our business mission

- 1) to **bring technology** in the local transportation network to satisfy passengers' needs,
- 2) to **turn** people's waiting time **into valuable** actions and entertaining interactions,
- 3) to **add value** in O.A.S.Th by re-positioning its service from a purely transportation to innovative and hi-tech related company,
- 4) to **create growth** in local participating companies by bringing them in a common network with targeted markets,
- 5) to continuously **introduce an innovative business model**, always updated and transformed according to local population's needs and expectations,
- 6) to secure **sustainability** of the service through the establishment and maintenance of a key network consisted of all market's forces.



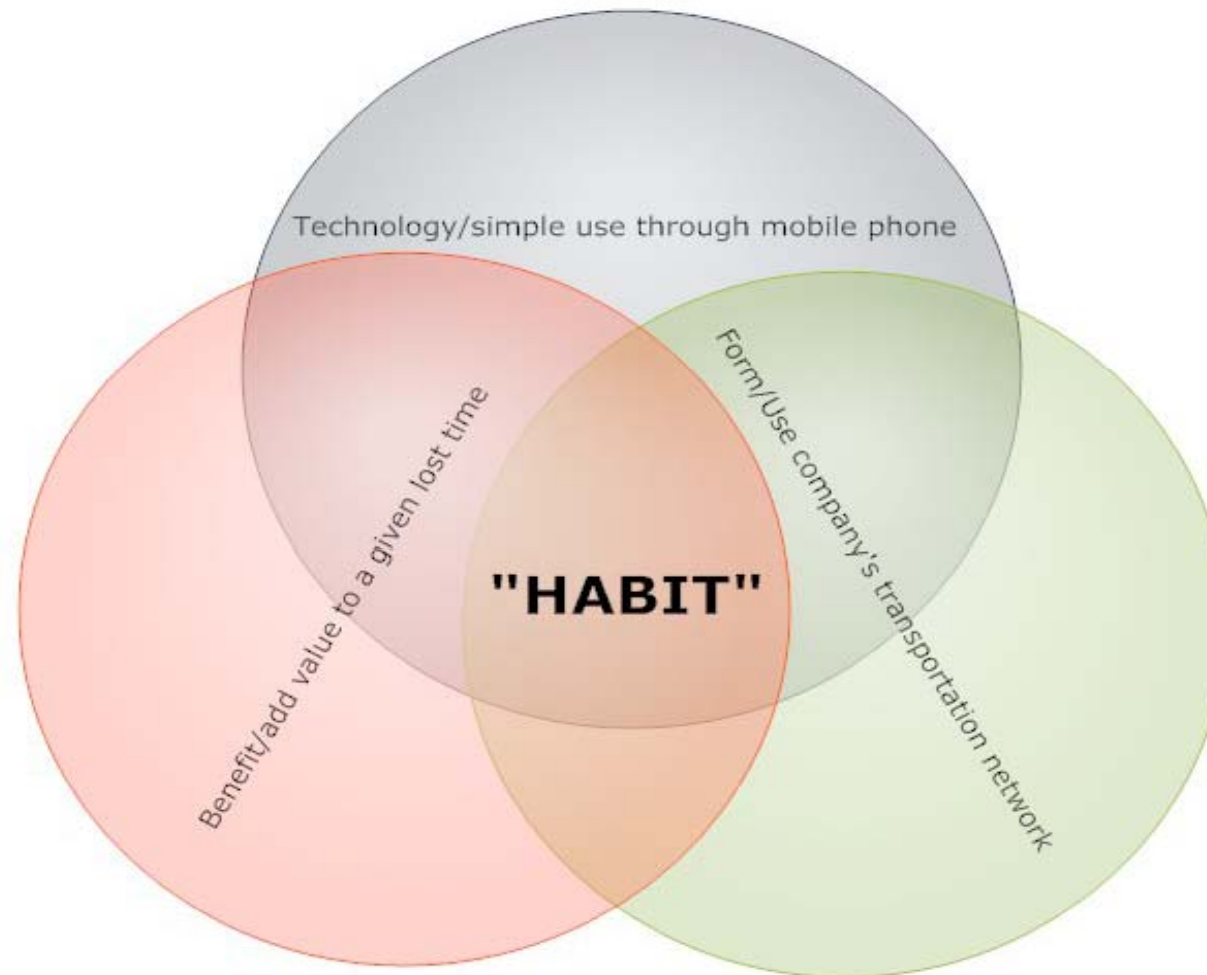
Is it attractive?

The proposed service belongs to a combination of e-commerce and telecommunication industries (mobile e-commerce).

We could identify it as a *high-tech utility addressed to all mobile phone users. Mobile e-commerce* is a fairly new ground which could be directed to new paths for the sake of consumers.



The three elements of the Concept Statement

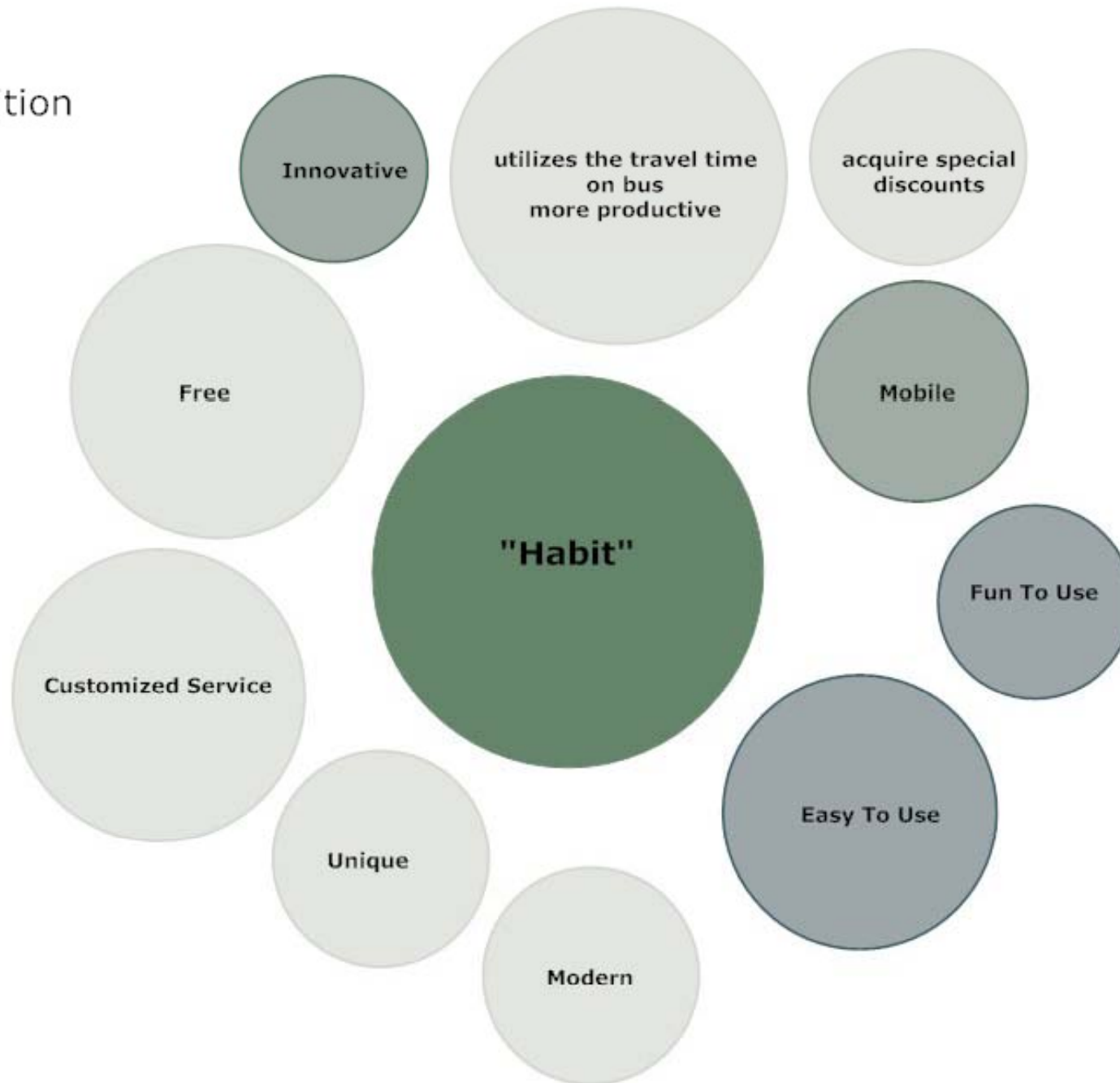


Service attributes

- ✓ It is a free service
- ✓ It adopts the latest knowledge technologies' components and applications
- ✓ It uses e-commerce and auction-based techniques
- ✓ It is available within all buses in the local transportation network
- ✓ It is easy to use since it utilizes the mobile phone equipment



Unique
Selling
Proposition



Our strategy?

- First mover's advantage

Target market

- ✓ The market of passengers
- ✓ The market of participating companies - traders



Target groups in focus

- ✓ High school students (age 14-18)
- ✓ University students (age 18-25)
- ✓ Young active people (age 25-40)



Competitors

COMPETITORS (in relation to the proposed service)		
Direct	similar service – same target	None at the time
	similar service – different target	None at the time
Indirect	different service – same need	e-commerce web sites, on-line purchasing, use of mobile operators to make calls, send SMS or MMS
	different service – different need	any on-line transactions through internet, companies that operate and support such services



Barriers to entry

- Possible technical inconsistencies (budget)
- Issues of personal data privacy (reward system)
- Difficulties to create an extended partnership network (see them as target)



Differences to the classic M-commerce

- ✓ Use Bluetooth as communication protocol
- ✓ Is enhanced with the use of Knowledge Technologies
- ✓ Use of a different business model
- ✓ Take advantage of the transportation network and the predefined customer base



Money issues - Financials

- The initial cost of investment is 2,000,000 euro.
- It is expected to get them back in less than two years.
- We take money only from traders.
- The fee is 0,10 cents per contact (not necessarily purchase or transaction).
- Cost is 0,06 cents and Profit is 0,04 cents.
- We make money from the distribution of messages and the contacts.
- More than 9,000,000 euro are expected as profits during the 3rd, 4th and 5th years of operation.

Advertising Strategy

- ✓ To inform the public and create high awareness about the new service.
- ✓ To persuade the public to use the service and participate to the network.
- ✓ Add value to the core competence of the company, which is still transportation.



Media Selection

- ✓ Media Advertising
- ✓ Place Advertising
- ✓ Direct Response and Interactive Advertising
- ✓ Trade and Consumer Oriented Promotions
- ✓ Public Relations and Publicity
- ✓ Point-of-purchase Communications



Potentials for expansion

- Enrich the services portfolio
 - Create more partnerships
 - Use of Wi-Fi communication protocol to connect mobile phones and laptops to the system
 - Create a private digital community with many privileges
 - Involve more transportation models, such as train, trucks
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