RESEARCH PROPOSAL

FEASIBILITY STUDY: HOSPITAL HUAHIN

BANGKOK HOSPITAL

12 March 2022

Framework of this study

- Understand consumer behavior in each target group.

- Interview them for main questionnaire around 15-20 interviews about their current habit and understand their expectation on new medical services.

1.Demand Research

Quantitative Research

- Understand all competitors and heat zone around 10-20 Kilometers around the area.

- Understand price standardin Huahin area.

2.Supply Research

Mystery call (Realtime data)

- Conducting ideation workshop with potential customers and internal BDMS team.

- Conducting the financial study to see about cost and investment. Study to define best case and worst case scenario.

3.Feasibility Study

Financial Analysis

Trend Analysis (Desk Research & Secondary Data Research)

Our Objectives

Business and Research

Business Needs

- Successfully launch medical services in Huahin area with the concept of new medical services.

Research Objectives

- To profile and draw consumer's needs when it comes to choose the new medical services in terms of decision making process, demographic, and psychographic.

- To understand common needs and unmet needs amongst mass people and potential target.

- To position new hospital building positioning/design.

- To identify opportunities to get profitability from this new medical services.

- To overview target area in terms unit, occupancy rate, type of office, and etc.

OBTAINED INFORMATION

CONSIDERATIONS THAT WE AIM TO GET FROM THIS STUDY

Consumer

- Customers profile in terms of demographic, needs, and unmet needs

Concepts for new medical services

- Common needs for target customers under this medical services (Ratio for each business)

- Overall layout and design for medical services according to consumer expectation

- Unique Selling Point to compete with other medical services under COVID-19

Business Models

- Best price for tenant to be competitive advantage for this medical services

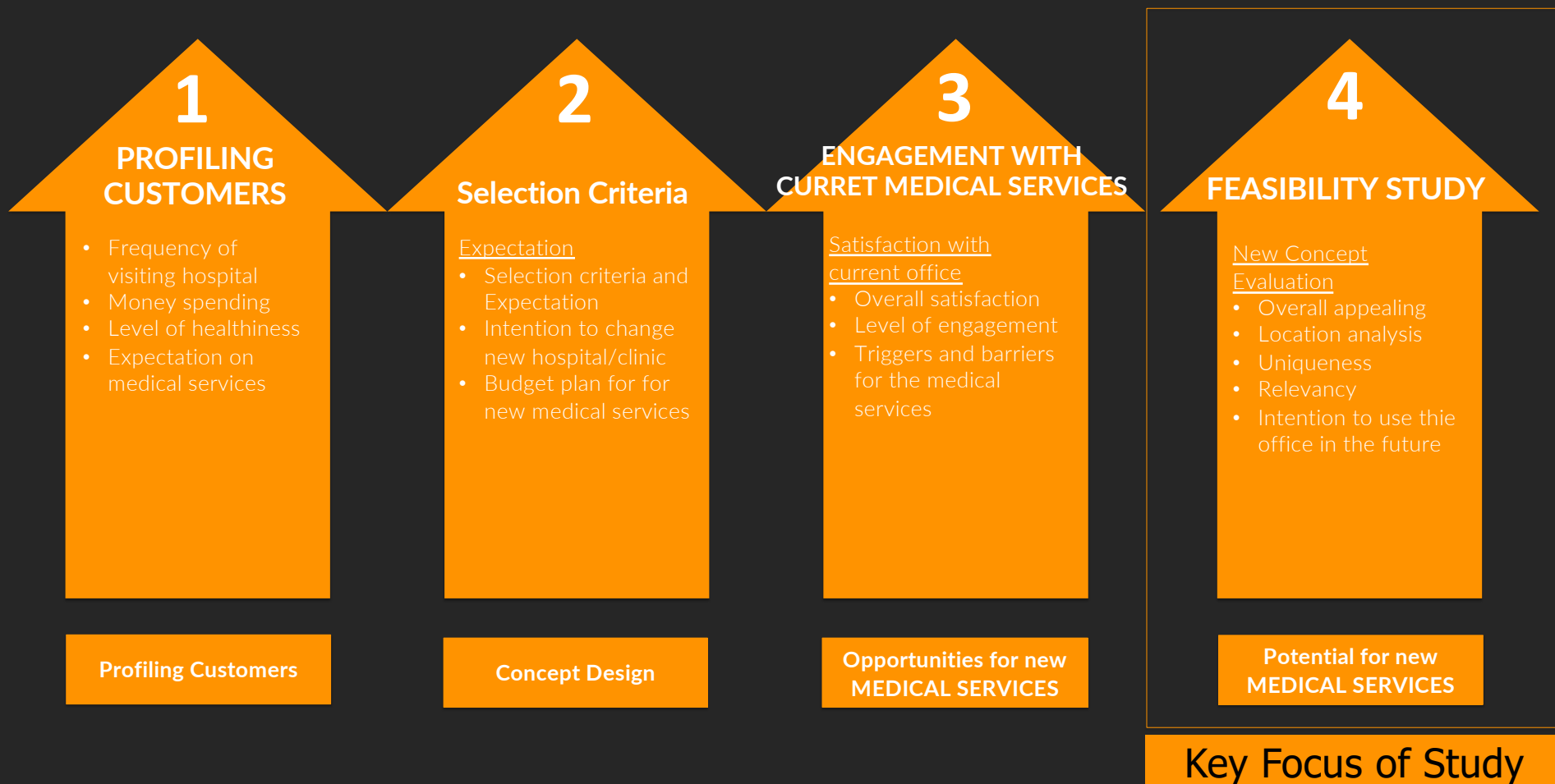- Best practice for launching new medical services by desk analysis and in-depth interview

1. Quantitative Research

FLOW OF QUESTIONS FOR TENANTS

Understand their insight and way of optimization for services and designs

1

PROFILING CUSTOMERS

- Frequency of visiting hospital
- Money spending
- Level of healthiness
- Expectation on medical services

Profiling Customers

2

Selection Criteria

Expectation
- Selection criteria and Expectation
- Intention to change new hospital/clinic
- Budget plan for for new medical services

Concept Design

3

ENGAGEMENT WITH CURRET MEDICAL SERVICES

Satisfaction with current office
- Overall satisfaction
- Level of engagement
- Triggers and barriers for the medical services

Opportunities for new MEDICAL SERVICES

4

FEASIBILITY STUDY

New Concept Evaluation
- Overall appealing
- Location analysis
- Uniqueness
- Relevancy
- Intention to use thie office in the future

Potential for new MEDICAL SERVICES

Key Focus of Study

Face-to-face Interviews

Quantitative Research Approach

- Data Collection be conducted by a senior interviewers who have experiences in medical services

- Questionnaire will be developed and agreed with BDMS team.

- Face-to-face interviews, maximum 10-15 minutes, 1-2 open end questions
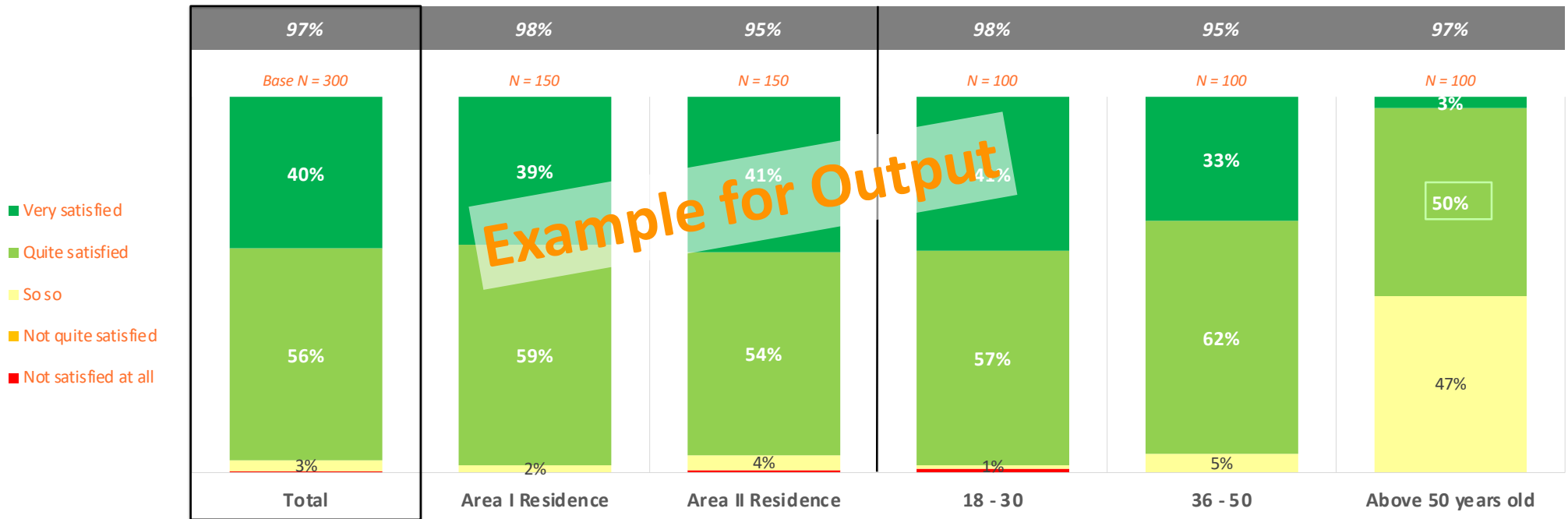
- Total sample sizes n= 390

	OUT-PATIENT-DEPARTMENT		IN-PATIENT-DEPARTMENT		Others: Optical, or Beauty treatment	Total
	Disease	**Accident**	**Disease**	**Accident**		
Clinic	n=30	n=30	-	-	n=30	n=90
Government Hospital	n=30	n=30	n=30	n=30	n=30	n=150
Public Hospital	n=30	n=30	n=30	n=30	n=30	n=150
	n=90	n=90	n=60	n=60	n=90	n=390

Participants' Specification

- Mix between males and females

- All must visit the medical services with different purposes in last three years

- All must not reject to move to use new medical services

Satisfaction with "MEDICAL SERVICES"

There is a big opportunity for elder as they are still not satisfied with current medical services.

	Total	Area I Residence	Area II Residence	18 - 30	36 - 50	Above 50 years old
	97%	98%	95%	98%	95%	97%
Base	Base N = 300	N = 150	N = 150	N = 100	N = 100	N = 100
Very satisfied	40%	39%	41%		33%	3%
Quite satisfied	56%	59%	54%	57%	62%	50%
So so	3%	2%	4%	1%	5%	47%

Legend:
- Very satisfied
- Quite satisfied
- So so
- Not quite satisfied
- Not satisfied at all

Example for Output

Need Analysis for MEDICAL SERVICES

	Impact on Engagement	Level of Interest	Intention		Impact Analysis Index
Exterior	0.585	85%	80%		40%
Good service staff	0.551	82%	83%		37%
Total unit	0.500	89%	86%		38%
Decoration	0.495	66%	62%		20%
Price per unit	0.468	88%	87%		36%
Green area	0.441	53%	46%		11%
Brand reputation	0.394	50%	45%		9%
Near factory	0.544	93%	90%		45%
Transportation	0.532	86%	86%		39%
Connect with main road	0.520	88%	83%		38%
Special Promotions	0.5??	90%	88%		41%
Display	0.479	83%	82%		33%
Accessibility & parking	0.461	93%	91%		39%
Exterior	0.420	82%	78%		27%
Supportive staff	0.395	78%	74%		23%
Fast service	0.334	75%	71%		18%
Good environment	0.333	69%	66%		15%
Other companies	0.577	86%	84%		42%
Exclusive services	0.572	79%	71%		32%
Supportive staff	0.567	73%	67%		28%
Close to the park	0.555	85%	82%		39%
Activities	0.525	83%	81%		35%
Close to department store	0.506	77%	74%		29%

Example for Output

Mutual Interest Across Different Generation

Promotion seems to be mutual needs across all gens. It is needed to use promotion as the key drivers for new medical services.

18-35 yrs old

Premium furniture	66%
Promotion	54%
Environment	24%
Security	17%
Good for patients	12%
Facilities	5%

36-50 yrs old

Promotion	50%
Famous brand	35%
Sense of natural	25%
Facilities	22%
Universal design	18%
New Menu	16%

Above 50 yrs old

Security	63%
Facilities	46%
Promotion	35%
Environment	24%
Universal design	17%
Green area	12%

Example for Output

Price Sensitivity Measurement
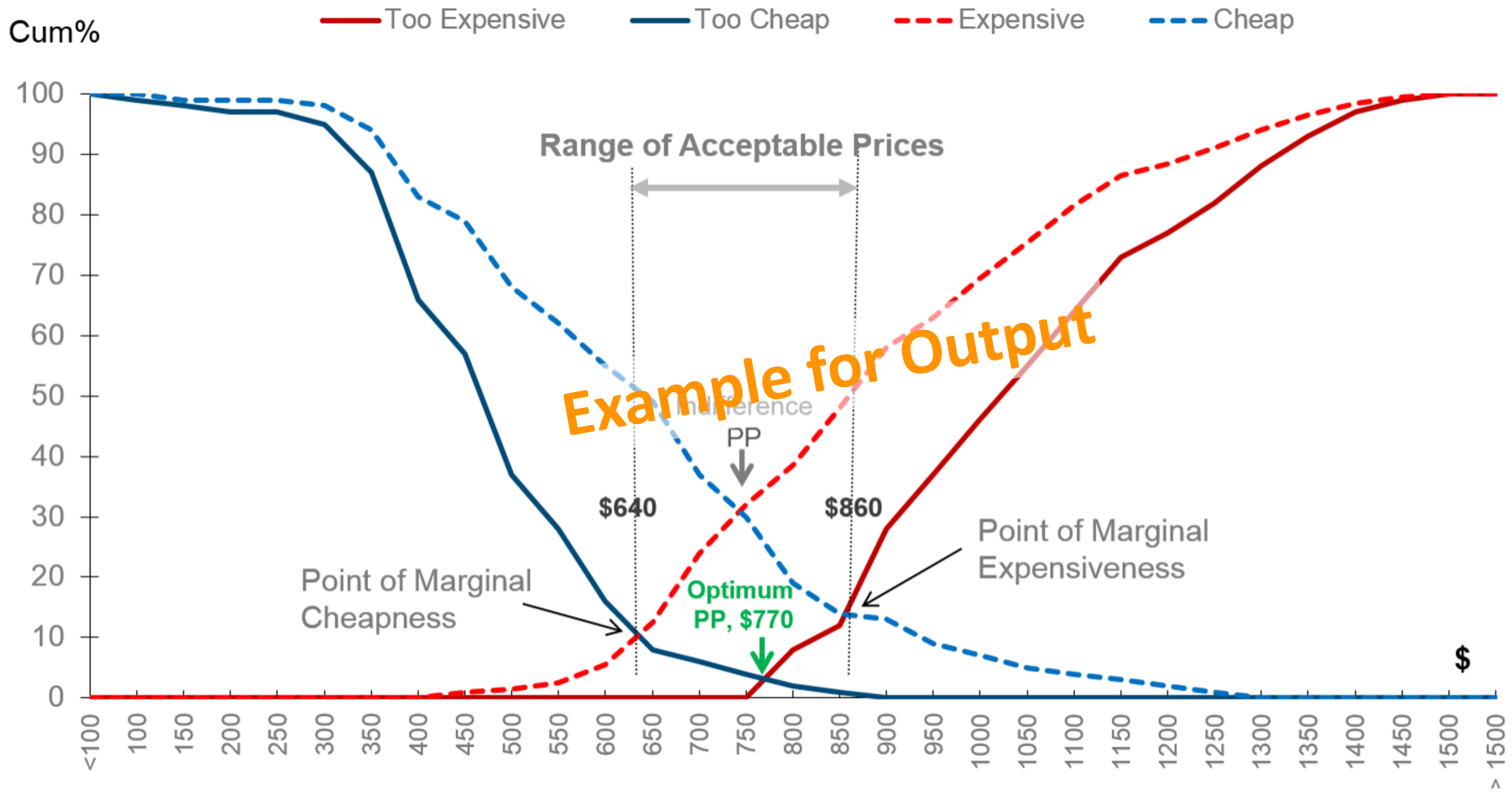
Push and Pull Strategy

PULL

How a brand attracts or "pulls" consumers to it.

How much do consumers they love the brand?
How intense is the desire to use the brand?

PULL is influenced by consumer's own experiences with the brand, marketing communication and word of mouth.

PULL is measured by the Equity score, which is determined by Fame, Love and Trust.

Brand image associations help us understand the level of PULL.

PUSH

How a brand incentivizes or "pushes" consumers to use it.

Are stores conveniently located?
Is the price affordable? Are the promotions attractive?

PUSH is influenced by scale, availability, pricing and convenience.

PUSH is measured by the gap between actual past 4 week usage and the expected Equity score.

Scale and distribution (number of stores), promotions (score on 'good promotions') and affordable prices (score on "value for money") help us understand the level of PUSH.

Example for Analysis

2. Supply Research

Topics for Supply Research

Mystery call for medical services in Huahin area

- ✓ Collect data list from google in the area nearby around 10 KM (Area 1)
- ✓ Entry the data in PowerBI format
- ✓ Do the mystery call to check about number of rooms, rate, and occupancy rate
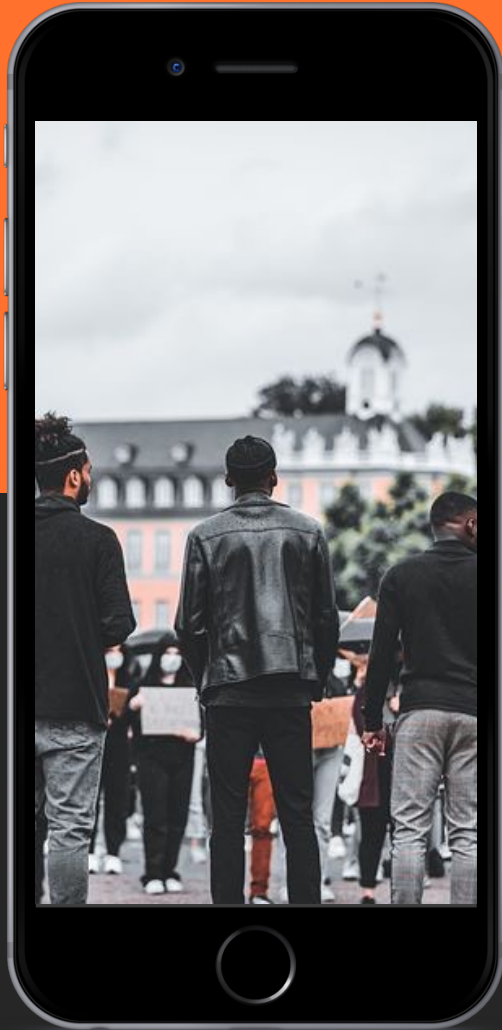
Develop database

Being the data for advanced analysis in the short- and long-term

Understand situation

Overview the situation in Huahin area and estimate level of competitive in the area

Differentiation

Analyse strengths and weaknesses for all players in the market to determine the key selling point

Analytic   **Competitive**   **Uniqueness**

MYSTERY CALL

How to collect the data for supply research

ลักษณะกลุ่มสนทนา

Company list collection (Two approaches)

- Use google to see new medical services within the area (10 Kilometers)
- Do the fieldwork and see the medical services in the primary and secondary roads

Topic for data collection (Telephone call)

- Rate per services
- Hospital plan (Carpark, Size, and style)
- Occupancy rate
- Exposure in advertising on the street (Yes/No)
- Facilities and services

ราคาสำหรับ OPD 100 Unit
มีทั้งหมด 3 ขนาด
ที่จอดรถรองรับ 100 คัน
มีบริการเรื่องXXX XXX

ราคาสำหรับ OPD 100 Unit
มีทั้งหมด 3 ขนาด
ที่จอดรถรองรับ 100 คัน
มีบริการเรื่องXXX XXX

ราคาสำหรับ OPD 100 Unit
มีทั้งหมด 3 ขนาด
ที่จอดรถรองรับ 100 คัน
มีบริการเรื่องXXX XXX

Visualize and integrate information on PowerBI program

Example of output : Supply Overview
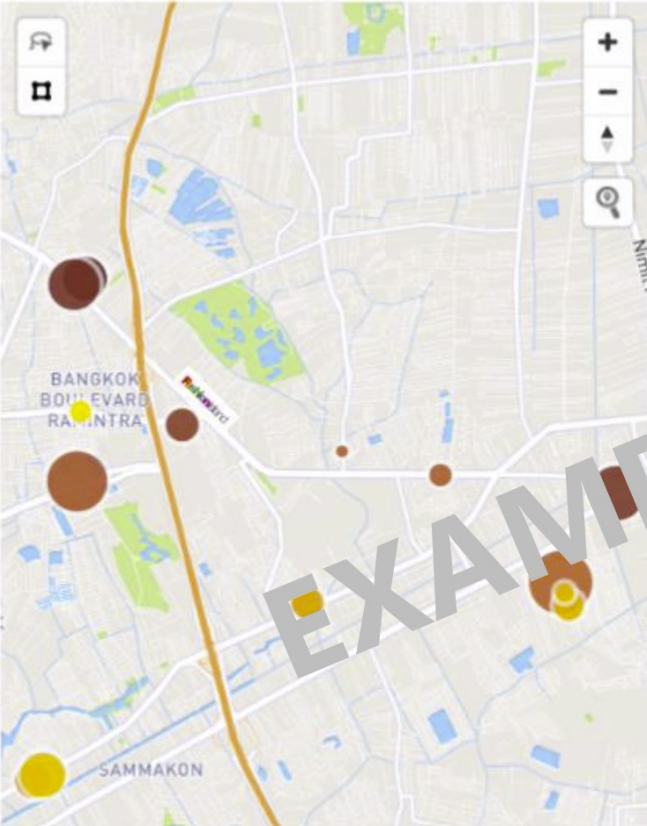
ZONE	Project	Building Type	Total Units	Weighed of Med. Price	Average of %Sold		Available Units	Absorp Rate	Booking
Ramintra	THE ORIGIN plug & play ramintra	High Rise	679	76,834		30%	475	51.0	10,000
Ramintra	THE ORIGIN Ramintra 83 Station	Low Rise		264		60%	352	32.9	
Minburi	THE ORIGIN Ram 209 Interchange	High Rise	1,007	90,025		96%	40	48.4	5,000
Ramintra	PARC EXO Plus Kaset-Navamintra	Low Rise	1,248	71,420		75%	312	7.5	5,000
Minburi	JW Station @Ramintra	Rise	275	69,441		81%	52	5.7	0
Minburi	The Cube Boutique Ramintra	Low Rise	68	68,541		40%	41	5.4	5,000
Minburi	The Rik Asakan	High Rise	1,377	67,320		5%	1,308	3.1	5,000
Serithai	Condo Serithai	Low Rise	505	65,498		85%	76	11.0	5,000
Serithai	Niche id Serithai-Wongwaen	Low Rise	434	61,184		94%	26	11.7	5,000
Ramintra	Blossom Condo @ Fashion Beyond	High Rise	450	58,967		98%	9	10.5	50,000
Minburi	Asakan City Phase B4	Low Rise	196	58,127		80%	39	2.8	
Minburi	Asakan City Phase B2 B3	Low Rise	392	57,782		0%	392	0.0	
Serithai	UNIO Ramkhamhaeng-Serithai	Low Rise	700	56,974		70%	210	9.4	5,000
Ramintra	Chambers Cher Ratchada-Ramintra	Low Rise	252	51,838		99%	3	5.2	10,000
Total			**8,462**	**69,230**		**65%**	**3,335**		**5,000**

Example of output : Supply Overview

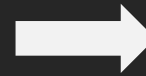
EXAMPLE OF OUTPUT
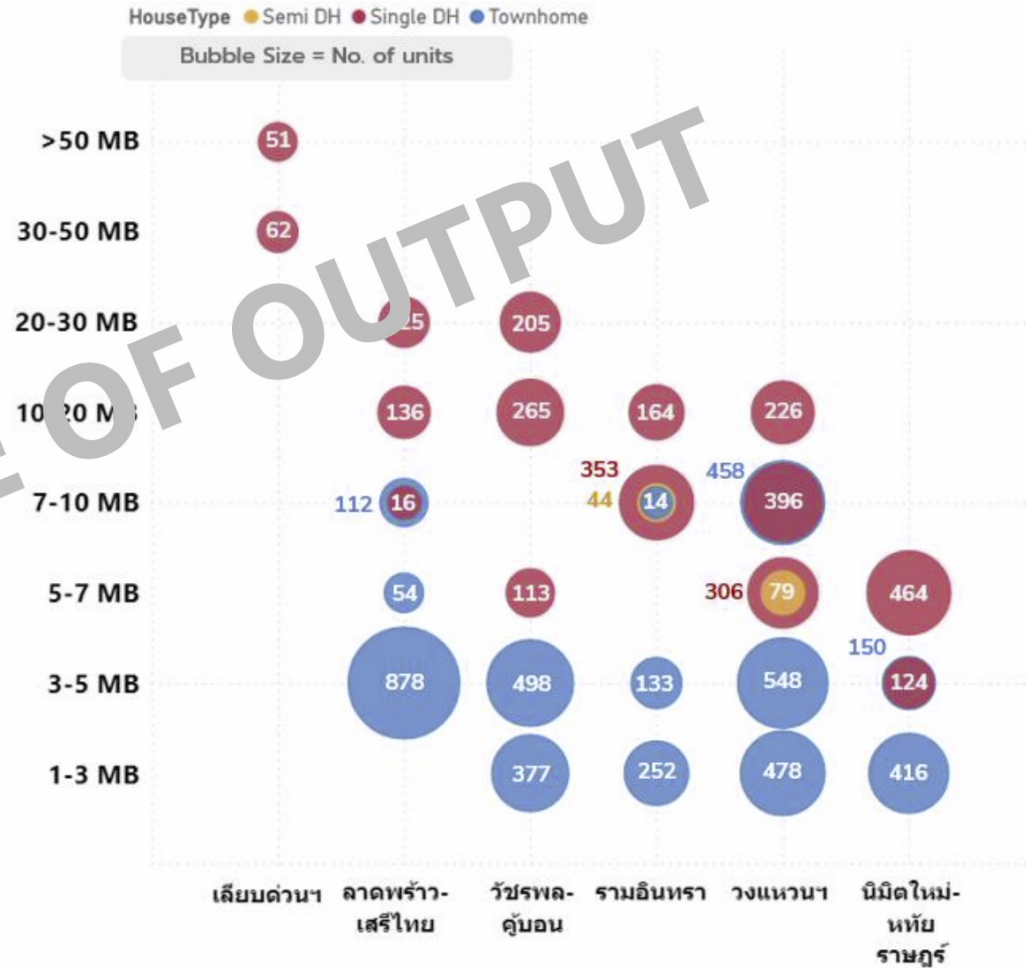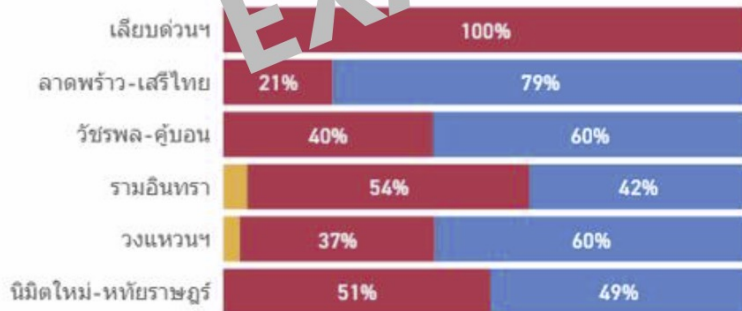
3. Desk Research & KOL Interview

CONNECT TREND TO CONCEPTUAL IDEA
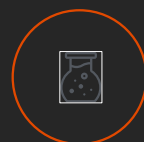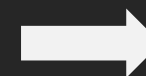
Integrating initial findings

Sharing findings and developing Conceptual Ideas

TREND ANALYSIS → KOL INTERVIEWS → CONCEPTUAL IDEA

Gaining ideas from different units and parties

Combining trend analysis and KOL OPINION is a dedicated session for coming up with new ideas. Unlike traditional brainstorming, ideation from KOL are unique because they take place in unusual settings and introduce new stimuli.

Desk Research

Overviewing
Medical services trend in other countries

Online Sources is considered to be fundamental source to understand overall trend amongst MEDICAL SERVICES. Our researchers are able to summarize and analyse the data available on the online source.

At the same time, we try to use offline source to achieve overview of this business.

- Government agents
- Public sources
- Mystery call (to be mystery clients)
- Recommended sources from interviews
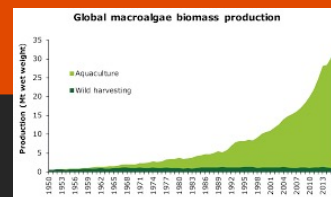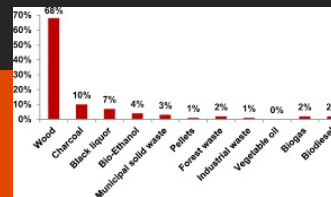
Bring the finding to discuss with KOL together with new medical services project

KOL/Expert Interview

Qualitative Research Approach

- Data Collection be conducted by a senior moderator who have experiences in real estate & medical services

- Discussion Guideline will be developed and agreed with BDMS team.

- Lasting 60 minutes, 3 expert Interviews

	In-depth Interview
Design expert	1 KOL Interviews
Medical services expert	1 KOL Interviews
Financial expert	1 KOL Interviews

Participants' Specification

- Mix between males and females

- Expert interviews have to be knowledgeable in their area

Timeline

	Apr			May				Jun				July			
	4-Apr	11-Apr	18-Apr	2-May	9-May	16-May	23-May	7-Jun	14-Jun	21-Jun	28-Jun	5-July	12-July	19-July	26-July
Quantitative Research															
Setup, questionnaire design, and Preparation	■														
Internal Meeting for reviewing questionnaire		■													
Fieldwork			■	■	■	■	■	■	■	■	■				
Report and analysis												■	■	■	
Supply Research															
Setup, questionnaire and Preparation	■	■													
Internal Meeting for reviewing questionnaire			■												
Fieldwork				■	■	■	■	■	■	■	■	■	■	■	
Report and analysis														■	■
Desk Research and KOL Interviews															
Desk Research	■	■	■	■	■	■	■								
KOL Interviews								■	■						
Report and analysis										■	■				

Investment

Research Fees

● ● ●

	Cost per unit	Unit	Fee (Baht)
Face-to-face interview lasting 10-15 mins with past patience	1,500	390	585,000
In-depth interviews with KOLs, lasting 2 hours per interview	35,000	3	105,000
Supply Research	300,000	1	300,000
Secondary data research	400,000	1	400,000

Note:
- The above cost is for Huahin
- Research fee excludes 7% VAT

Deliverable:
- Project Management
- Recruitment and incentive
- Questionnaire Design
- Data Entry and Processing
- Report in PPT for qualitative and quantitative research

Fieldwork

- **All have to be familiar with the recruitment from the customers lists**

- **Senior Involvement (both researchers, and supervisors)** in all stages

- Delivery **100% Sense Check** by each interviewer to detect any senses of fakes or professional respondents in terms of answers

- In house Supervisor team with **20 Years** of experience in Marketing Research

- Thorough interviewers selection and training specifically for each project

- Any errors from respondents, TRCD is responsible to do make-up interviews to replace