

1. Introduction

Motorbikes play a huge role for people living in Thailand, especially for students, workers, and delivery riders. Motorbike breakdown is a very common problem, and it can happen at any time and place. However, when a breakdown happens, finding a fast, reliable, and trustworthy workshop is very frustrating, especially at night or in an unfamiliar place. This report presents a business idea that solves this problem through a mobile application that helps you find the most suitable and verified motorbike mechanic or workshop near your location. Moreover, it will explain how this business idea works and the value it creates for the community as well.

2. Problem Identification

2.1 Problem Statement

In Thailand, the motorbike is a primary mode of transportation for daily transportation and delivery services. When a motorbike breaks down, riders often face difficulty in finding quick and trustworthy repair assistance, particularly at night or in unfamiliar locations. This problem affects many people, including locals and foreigners. The absence of a reliable and emergency repair service often leads to stress and time-consuming issues for riders.

2.2 Why This Problem Matters

This problem is important due to these causes.

1. Motorbike breakdowns can place riders in unsafe and unfamiliar situations. This can increase the risk of accidents and personal harm.
2. Delays in receiving assistance disrupt daily routines, which can then affect income for commuters and gig workers.

3. The lack of an interconnected platform limits income opportunities for local mechanics and technical students who could apply their skills and provide assistance.

Thus, addressing this problem improves safety and mobility, reduces stress for riders, and creates economic opportunities within the community.

3. Proposed Solution

3.1 Solution Overview

The proposed solution is a mobile application that provides 24/7 emergency assistance for motorbike breakdowns by connecting riders with freelance mechanics and verified workshops. Through the app, users can quickly request emergency repair services, connect with available mechanics and workshops nearby, and track the mechanics' arrival using GPS. The app also offers transparent pricing and various secure payment options. In addition to safety and convenience, it generates income and hands-on experience opportunities for verified technical students and freelance mechanics. By serving as a trusted and reliable marketplace, this app solves the problems faced by the motorbike community.

3.2 How the Solution Solves the Problem

The app solves the problem with the following solutions.

1. Providing riders with fast and reliable repair assistance anytime and anywhere.
2. Instead of searching for a trustworthy mechanic or workshop on their own, riders can rely on the app to connect with nearby verified mechanics and workshops, which then reduces time and uncertainty.
3. Real-time tracking allows riders to know when mechanics will arrive, which then improves safety and reduces stress.
4. Transparent pricing prevents overcharging, and secure payment options help build trust.

5. The platform creates job opportunities for freelance mechanics and practical experience for technical students.

Due to these solutions, the app is beneficial not only for riders but also for the whole community.

4. Description of the Business Idea

This business is a mobile app that connects motorcycle riders with nearby repair mechanics. When a motorcycle breaks down, users can call for help using the app, and a repair person or mechanic will come to fix the motorcycle.

The app offers services like emergency repairs, tyre fixes, battery replacement, and oil changes, as well as other essential maintenance. Users can see the approximate range of costs, track the mechanic, and pay securely through the app.

The target users are daily riders, delivery workers, and students, who need quick and reliable help. The app focuses on speed, safety, and convenience.

The goal is to provide an easy and trusted way to get motorcycle repair anytime and anywhere.

5. Personnel Details

5.1 Vision Statement

To make motorcycle repair simple, fast, and stress-free for every rider.

5.2 Mission Statement

To connect motorcycle riders with skilled mechanics quickly and easily through a simple and reliable mobile app.

5.3 Core Values

Trust - Verified mechanics and honest service.

Convenience - Easy access to help anytime, anywhere.

Quality - We ensure skilled and hardworking workers.

Efficiency - Fast response and smooth service.

Respect - We treat customers and mechanics fairly.

6. Customer Analysis

6.1 Customer Persona



Persona Snapshot

Jake Johnson

Age: 19

Gender: Male

Location: Chiang Mai

Occupation: Undergraduate student at CMU

Jake moved to Chiang Mai from Australia, Melbourne. He chose Thailand for affordable tuition and living costs. His parents send him AUD \$ 800 per month for his living expenses. He bought a secondhand bike due to lack of transportation in Chiang Mai. He doesn't know anything about bike as it's his first time owning one. He can't communicate with mechanics properly as he only speak English and basic survival Thai. The bike is essential for him, without it, he'd spend a fortune on Grab or be isolated from campus life.

Likes

- Saving money
- Exploring Chiang Mai
- Playing games
- Hanging out at affordable places
- Street food

Dislikes

- Being Scammed or overcharged
- Unreliable service
- Complicated process that waste time
- Bike malfunction
- Language barrier
- Losing games

Goals

- Not getting ripped off by mechanics
- Finding affordable repair services
- Being able to communicate well
- Successfully complete his degree without draining his parents' savings

Needs

- Price transparency
- Proximity (finding mechanics within the place)
- English interface apps
- Reviews from other foreigners
- Payment flexibility
- Cultural guidance

Challenges

Main Pain Points:

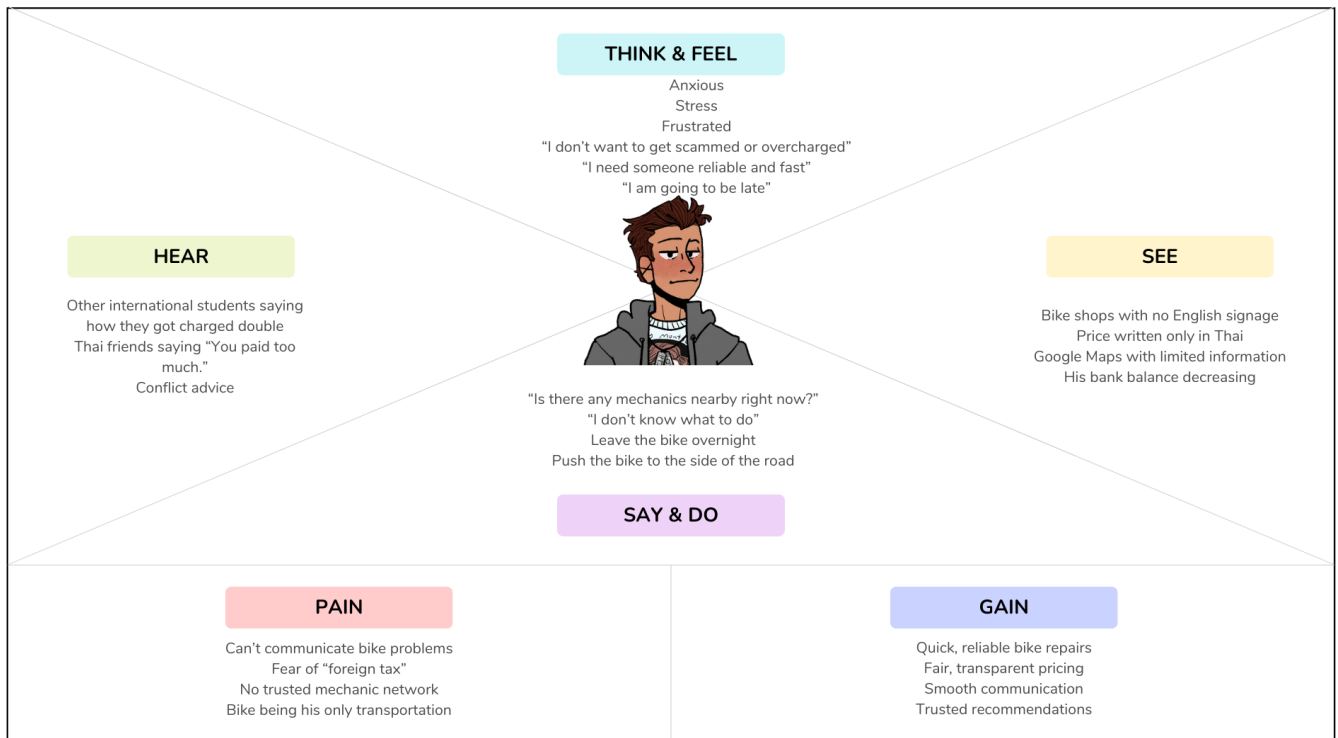
- Zero bike knowledge
- Language barrier
- Cultural unfamiliarity
- Foreigner tax
- Transportation paradox

Frustrations:

- Previously spent an hour trying to explain the problem
- Met a mechanic who overcharged him and the bike wasn't fixed properly

The persona picture source: https://picrew.me/en/image_maker/1473879

6.2 Empathy Map



7. Business Analysis

7.1 SWOT Analysis

This section analyses the internal and external factors affecting the proposed motorbike emergency repair mobile application using a SWOT framework.

Strengths

The Moto offers 24/7 on-demand service, which directly addresses the urgent needs of motorbike riders in Thailand. Moto has a trust-building approach by using verified mechanics and workshops; the service builds trust and improves service reliability. The Moto targets a real and urgent problem faced by both local and foreign riders, especially during emergencies. In addition, the moto encourages community support by connecting riders with nearby mechanics and creating income opportunities for students and young professionals.

Weaknesses

As a new platform, Moto may face initial trust-building, which may be challenging, particularly for first-time users. The business also faces operational and coordination challenges, as it must effectively manage riders, mechanics, and workshops in real time. Moto may struggle to maintain consistent service quality across different mechanics, which can be difficult. Furthermore, running a 24/7 service may lead to higher operational costs, especially during the early stages of Moto.

Opportunities

Thailand has a large and growing number of motorbike users, creating strong demand for repair and emergency services. There is a high frequency of motorbike breakdowns, especially in urban areas such as Chiang Mai. The platform also has strong potential for partnerships with vocational schools, universities, and insurance companies, which can help expand the mechanic network and improve service credibility.

Threats

The business may face regulatory and licensing challenges, particularly when working with independent or student mechanics. There is also competition from informal roadside mechanics and traditional workshops that already operate in local communities. In addition, platform reliability risks, such as late arrivals or no-shows by mechanics, could negatively affect customer trust if not managed properly.



Draft Picture for SWOT

7.2 TOWS Matrix

The TOWS Matrix builds on the SWOT analysis to develop strategic responses by matching internal strengths and weaknesses with external opportunities and threats.

Strengths–Opportunities (SO) Strategies

The strong demand for motorbike transportation in Thailand allows Moto to scale easily across cities. By forming partnerships with vocational schools and certified workshops, Moto can improve service quality and mechanical skills within its service network. Safety features such as verification and transparent pricing can be emphasised by Moto to attract more users and strengthen market growth.

Weaknesses–Opportunities (WO) Strategies

To overcome service quality and coordination challenges, Moto can leverage partnerships to provide training and certification programs for mechanics in its network. Expansion should be done gradually, starting with limited areas to better control operational costs for the company. A rating and feedback system can also be introduced by Moto to improve service consistency and customer satisfaction.

Strengths–Threats (ST) Strategies

Moto can differentiate itself from informal roadside mechanics by offering verified, reliable, and trackable services through its operations and partner network. Features such as reviews, ratings, and transparent pricing help build user trust and reduce perceived risk for Moto's customers. The availability of 24/7 service also provides a competitive advantage, especially when traditional workshops are closed, and Moto can maintain this operational capability.

Weaknesses–Threats (WT) Strategies

To reduce operational and reliability risks, Moto should start with a small service area and scale only after processes are stable within the company. Clear service guidelines and response-time expectations should be established by Moto to manage user expectations. Early investment in customer support and quality control will help reduce complaints and protect the Moto's reputation.

		Internal	
		Strengths	Weaknesses
External	Opportunities	Strengths - Opportunities - use strong demand for motor bike transport → easy to scale - partnership → skill ↑ Quality ↑ service ↑ - safety, verification → attract users	Weaknesses - Opportunities - leverage partnership → service quality ↑ - expansion → manage costs & operations gradually - training & rating system to improve consistency
	Threats	Strengths - Threats - more reliable → differentiate from informal mechanic - build user trust through review, rating, transparent pricing - 24/7 ⇒ ∴ competition weaker	Weaknesses - Threats - start with small area to reduce o.c - clear service guideline & response-time expectation - invest early in customer support & Quality Control

Draft Picture for TOWS

8. Business Model Canvas



9. Marketing Analysis and Marketing Plan

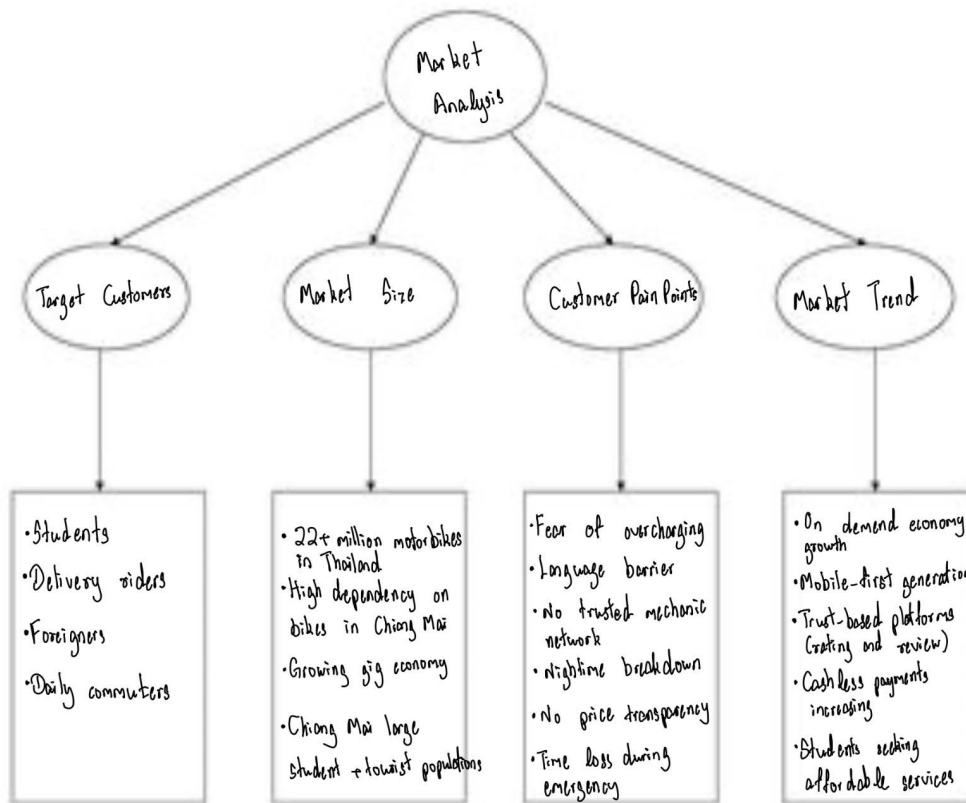
9.1 Marketing Analysis

9.1.1 Market Overview

Thailand has one of the highest motorbike usage rates in Southeast Asia. Motorbikes are widely used for daily commuting, delivery services, and transportation, particularly in urban areas such as Chiang Mai and Bangkok.

The growth of food delivery platforms like GrabFood and gig economy services has further increased motorbike dependency. As usage increases, the frequency of breakdowns and emergency repair needs also rises. However, there is currently no well-established digital platform in Thailand that provides verified and 24/7 emergency motorbike repair services.

This market gap creates a strong opportunity for Moto to enter the market as a digital, reliable, and organised solution.



9.1.2 Industry Analysis

The motorbike repair industry in Thailand is mostly informal. Repair services are usually provided by freelance mechanics, small local workshops, and dealership service centres. Most of these businesses do not use digital booking systems, GPS tracking, or transparent pricing. Customers often rely on word-of-mouth or by physically searching for a nearby shop. This lack of digital integration creates a strong opportunity for Moto to improve the motorbike repair service process in Thailand.

9.1.3 Competitive Analysis

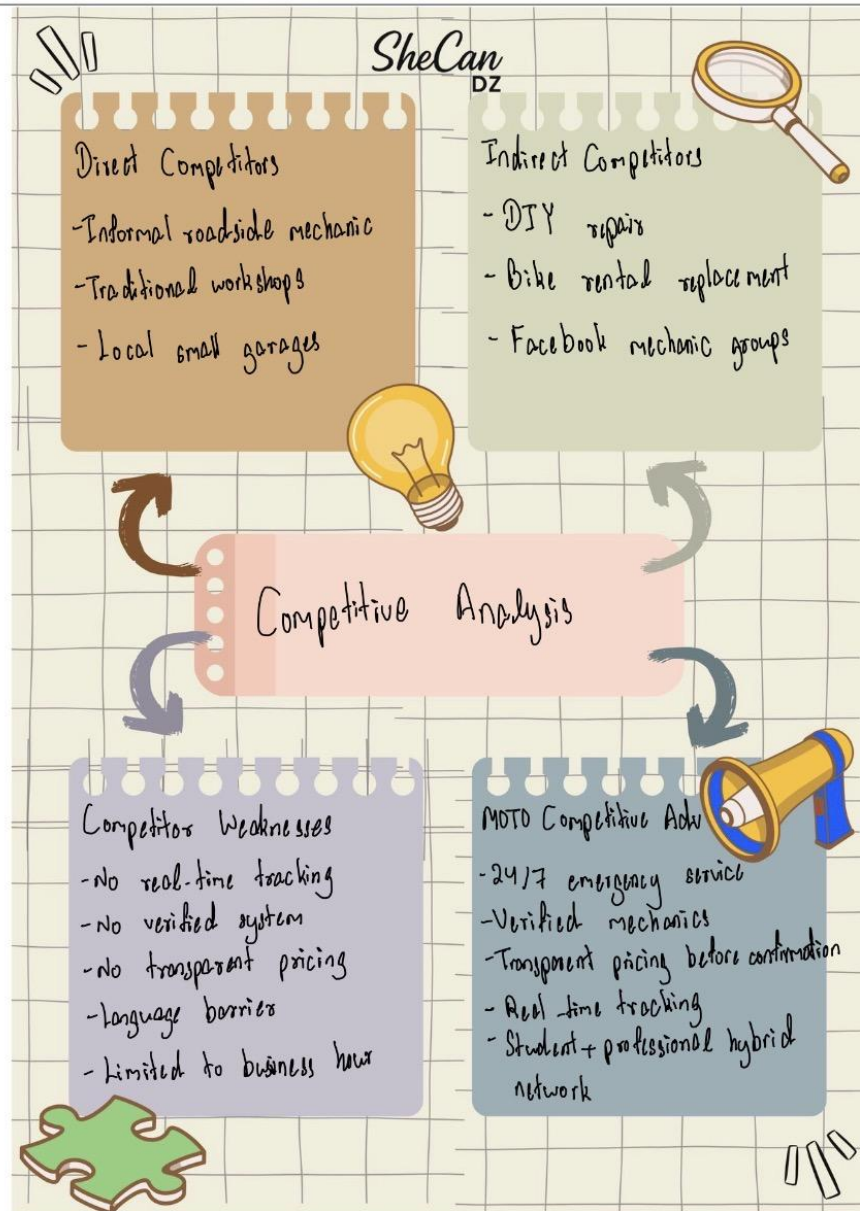
Direct Competitors

- Local roadside mechanics
- Traditional repair workshops

Indirect Competitors

- Dealership repair centers
- Bike retail shops
- Facebook Mechanic Groups

While these competitors provide repair services, they generally lack 24/7 on-demand accessibility, real-time tracking, a verified mechanic system, and transparent digital pricing. Moto differentiates itself by integrating technology, verification, and safety features into one digital platform.



9.1.4 Target Market Segmentation

Moto operates as a two-sided digital marketplace that connects motorbike riders (demand side) with freelance mechanics and partnered workshops (supply side). Therefore, the marketing strategy addresses both customer groups separately. The initial geographic focus will be urban areas, particularly Chiang Mai, with later expansion to Bangkok.

A. Demand Side (Riders)

1. Demographic Segmentation

Moto primarily targets individuals aged 18–45 years, including:

- University students
- Gig economy workers (e.g., food delivery riders)
- Office workers and daily commuters

2. Behavioral Segmentation

- Individuals who use motorbikes as their primary mode of transportation, depend on motorbikes for income, and want quick repair solutions.

3. Psychographic Segmentation

- Technology-friendly individuals
- Safety-conscious riders who prefer verified and trackable services
- Customers who value convenience, speed, and transparent pricing

B. Supply Side (Mechanics and Workshops)

1. Demographic Segmentation

- Freelance motorbike mechanics in Chiang Mai
- Small and medium-sized local repair workshops
- Technical and vocational students with mechanical skills

2. Behavioral Segmentation

- Mechanics seeking increased customer access
- Workshops aiming to expand business visibility
- Individuals interested in flexible income opportunities, using their mechanical skills

9.1.5 Marketing Channels

Moto will focus primarily on digital marketing platforms that are commonly used by its target customers.

Main marketing channels include:

- Facebook
- TikTok
- Google Ads
- Influencer collaborations
- Participation in rider communities on Facebook

9.1.5 Plan and Predictions

The development of the Moto platform will occur in several stages.

In the first year, the focus will be on launching the application and establishing operations in Chiang Mai. The company will prioritize building a strong network of mechanics by partnering with local workshops and vocational schools. It will attract early users through digital marketing on Facebook and TikTok, as well as Google Ads. The main objective during first year is to test the platform, build brand awareness, and gain initial traction among riders and service providers.

In the second year, the company plans to expand its services to Bangkok, Thailand's largest urban market. During this stage, Moto will recruit additional mechanics and workshops, strengthen marketing efforts, and improve the application's features based on customer feedback.

In the third year, the platform aims to expand its service coverage nationwide across Thailand. The company will continue growing its network of mechanics and explore partnerships with motorcycle manufacturers, insurance providers, and delivery companies to strengthen its market position.

Overall, the long-term vision of Moto is to become a leading digital platform for motorcycle repair and maintenance services in Thailand.

Plans & Predictions (Growth Plan - 3 years)

Year (1)

- Focus : Chiang Mai
- Goal download: 15,000
- Service booking: 500
- Build strong mechanic network
- Improve app stability

Year (2)

- Expand to Bangkok
- 3,000+ service booking
- Add subscription model
- Add spare parts marketplace
- Reach profitability

Year (3)

- Expand nationwide
- Partner with insurance companies
- Introduce membership plan
- Seek Series A investors

Strategic Goals

- 5,000-10,000 download in 6 months
- at least 300 completed services
- Maintain 4.5+ ranking
- Achieve break-even in 16 months

9.2 Marketing Plan

Moto will first operate in Chiang Mai. After building stable operations, the company will prepare to expand to Bangkok. The marketing strategy focuses on building a strong supply of mechanics first, then attracting customers through digital marketing and community engagement.

Phase 1: Preparation Stage (Month 1–2)

Goal: Build enough mechanics before launching to customers.

Actions:

- Visit at least 14 local workshops and 3 vocational schools per week in Chiang Mai to recruit mechanics.
- Collaborate with vocational schools to connect with freelance mechanics, such as Lanna Commercial Technological College.
- Offer 0% commission for the first three months to attract mechanics.
- Create official Facebook and TikTok pages.
- Run small-scale Facebook advertisements.

Target: 80–100 mechanics registered

Phase 2: Official Launch (Month 3–4)

Goal: Get first active users and test operations.

Actions:

- Run Google Ads targeting keywords like “motorbike repair in Chiang Mai.”

- Run Facebook ads targeting university students, delivery riders, and daily commuters.
- Launch promotion: Free first emergency service (limited to the first 200 users).
- Work with 3–5 local micro-influencers.

Target:

- 2000–4000 app downloads
- 100-200 mechanics
- At least 150 completed service bookings

Phase 3: Growth Stage (Month 5–8)

Goal: Increase trust and repeat usage.

Actions:

- Post 4 short videos per week on TikTok showing real service cases.
- Post 3 pieces of content per week on Facebook about the app to make targeted customers aware. (Content Marketing)
- Encourage customers to leave reviews in the app.
- Start the mechanic referral program (50 THB bonus per successful referral).
- Participate in Facebook rider communities and provide weekly engagement.

Target:

- 4000–10,000 total downloads
- 200–400 mechanics
- At least 300 completed service bookings
- At least 30% repeat customers

Phase 4: Retention & Expansion (Month 9–12)

Goal: Increase customer loyalty and prepare Bangkok entry.

Actions:

- Launch a loyalty program awarding points for each service. (1 service booking = 10 reward points, 50 points = 50 THB discount on the next service, 100 points = Free basic motorbike inspection)
- Send monthly maintenance reminders from the app.
- Run a seasonal “Rainy Ride Story” contest during the rainy season on Facebook, where participants share photos or stories about their rainy-season riding experiences and tag Moto. Winners will receive prizes and discount vouchers.
- Start recruiting 50–100 mechanics in Bangkok.
- Connect with the supplier in Bangkok and test small digital ads in Bangkok.

Target:

- 40% repeat customer rate
- 15,000 total downloads
- At least 500 completed service bookings
- Operational readiness in Bangkok

Key Performance Indicators (KPIs)

The success of the marketing strategy will be measured using the following indicators:

- Number of app downloads
- Number of registered mechanics
- Number of completed service bookings
- Customer repeat rate
- Customer ratings and reviews in the app

10. Financial Analysis

10.1 Start-Up Investments Analysis

The start-up investment analysis estimates the initial capital required to launch the Moto platform. The total start-up investment is 795,000 THB, which covers the main costs needed to develop and operate the business during the early stage.

The largest portion of the investment is allocated to mobile application development, including UI/UX design, system development, backend database, and testing. Additional funds are required for legal registration and intellectual property protection to ensure the business operates legally and protects its brand.

Furthermore, a portion of the investment is used for marketing activities during the launch phase to attract early users. The remaining funds are allocated for initial operating capital, including server hosting and administrative expenses for the first three months.

The detailed breakdown of these costs is presented in the figure/table below.

App Development:

Category	Amount (THB)	Estimate or Quote
App Development		
UI/UX Design	60,000	Estimated
App Development(IOS + Android)	250,000	Estimated
Backend & Database	80,000	Estimated
Testing & Debugging	40,000	Estimated
Subtotal A	430,000	Estimated

Legal & Business Setup:

Legal & Business Setup	Amount (THB)	Estimated or Quote
Business Registration	15,000	Estimated
Legal Consultation	25,000	Estimated
Terms & Privacy Policy	10,000	Estimated
Trademark (IP Protection)	20,000	Estimated
Subtotal B	70,000	Estimated

Marketing:

Marketing (Launch-3 months)	Amount (THB)	Estimated or Quote
Social Media Ads (Facebook & TikTok)	50,000	Estimated
Google Ads	25,000	Estimated
Influencer Promotion	35,000	Estimated
Content Creation & Branding	20,000	Estimated
Launch Campaign & Promotions	30,000	Estimated
Subtotal C	160,000	Estimated

Operating Capital:

Operating Capital	Amount (THB)	Estimated or Quote
Server & Hosting	15,000	Estimated
Customer Support Staff	50,000	Estimated
Admin Expenses	70,000	Estimated
Subtotal D	135,000	Estimated

TOTAL START UP	795,000	Estimated
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10.2 Income Statement

The projected income statement estimates the financial performance of the Moto platform over the first three years of operation. The revenue of the platform is mainly generated through a commission-based model, where the company receives a percentage from each repair service transaction conducted through the application.

Year 1 income statement

Revenue (year 1) in THB		900,000
Expenses		
Cost of goods sold (10%)		88,000
Gross profit		812,000
Operating expenses		
Server & Hosting		60,000
Customer Support Staff		300,000
Administrative Expenses		100,000
Marketing		100,000
App Maintenance		90,000
Total operating expenses		650,000
Operating profit/profit before interest	812,000-650,000	162,000
interest expenses		0
Profit before taxes		162,000
Income tax expenses (20%)		32,400
Net income	162,000-32,400	129,600

Year 2 income statement

Revenue (year 2) in THB		2,400,000
Expenses		
Cost of goods sold(12%)		288,000
Gross profit	2,400,000-288,000.	2,112,000
Operating expenses		
Server & Infrastructure		100,000
Customer Support Staff		600,000
Administrative Expenses		200,000
Marketing Expansion		300,000
App Upgrades		200,000
Total operating expenses		1,400,000
Operating profit/profit before interest	2,112,000-1,400,000	712,000
interest expenses		0
Profit before taxes		712,000
Income tax expenses (20%)		142,400
Net income	712,000-142,400	569,600

Year 3 income statement

Revenue (year 3) in THB		4,200,000
Expenses		
Cost of goods sold(13%)		546,000
Gross profit	4,200,000-546,000	3,654,000
Operating expenses		
Server & Infrastructure		150,000
Customer Support Staff		1,000,000
Administrative Expenses		300,000
National Marketing		500,000
Technology Development		300,000
Total operating expenses		2,250,000
Operating profit/profit before interest	3,654,000-2,250,000	1,404,000
interest expenses		0
Profit before taxes		1,404,000
Income tax expenses (20%)		280,800
Net income	1,404,000-280,800	1,123,200

10.3 Financial planning/predictions

Pricing

Commission: 15% per repair

Booking fee: 25 THB per request

Premium workshop listing: 1,500 THB per month

Moto earns about 200 THB per repair transaction

Break-Even Analysis

Initial Investment = 795,000 THB

Year 1 Net Profit = 129,600 THB

Estimated monthly profit at end of Year 1 $\approx$ 50,000 THB

Break-even period:

$795,000 \div 50,000 \approx 15.9$ months

Moto is expected to break even between 15–16 months.

Return on Investment (ROI)

Year 2 Net Income = 569,600 THB

ROI (Year 2):

$569,600 \div 795,000 \times 100 = 71.6\%$ return

This indicates strong investment attractiveness after scaling.

Long-Term Financial Outlook

- Year 1: Market penetration and brand building
- Year 2: Expansion and profitability growth
- Year 3: Nationwide scaling and investor funding opportunity

Due to the commission-based digital model, fixed costs remain stable while revenue increases, improving profit margins over time.

10.4 Financing

The total start-up capital required for the Moto platform is 795,000 THB. This funding will be used for application development, legal registration, marketing activities, and operational expenses during the initial phase of the business.

The financing structure is planned as follows:

SOURCE	AMOUNT (THB)
Founder Contribution	300,000
Family/ Friends Investment	195,000
Angel Investor	300,000
Total	795,000 THB

The company will primarily rely on equity financing rather than loans in the early stage to reduce financial risk and avoid interest expenses. This approach allows the business to focus on growth and platform development during the first years of operation.

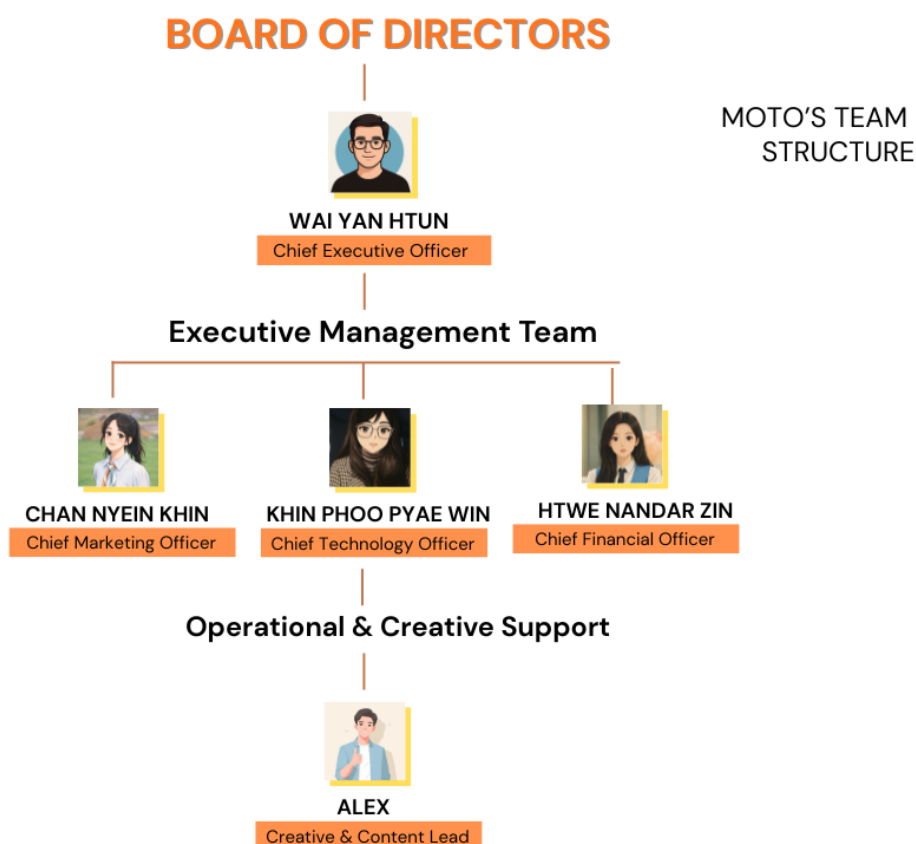
11. Company Structure and Development Plan

11.1 Legal Structure

Moto will be registered as a **Corporation** in Thailand. It will be recognised as a separate legal entity under Thai law. It will complete official registration and obtaining official tax ID with the Department of Business Development (DBD). It will also comply with relevant digital business

11.2 Team Roles

At the initial stage, Moto will operate with a small and lean team to minimise costs, using our individual expertise. After securing external investment, Moto will expand to functional teams such as a Social Media and Marketing Team, Digital Marketing Team, and Legal and Compliance Team for the operational efficiency. Additionally, investors may join the Board of Directors to strengthen corporate governance.



CEO & Board Member – Wai Yan Htun

Leads overall business strategy.

Chief Financial Officer – Khin Phoo Pyae Win

Handles financial planning, budgeting for marketing and operational costs, and investment needs.

Marketing & Public Relations Executive – Chan Nyein Khin

Managing marketing strategies and handling relations with mechanics, riders, and shareholders.

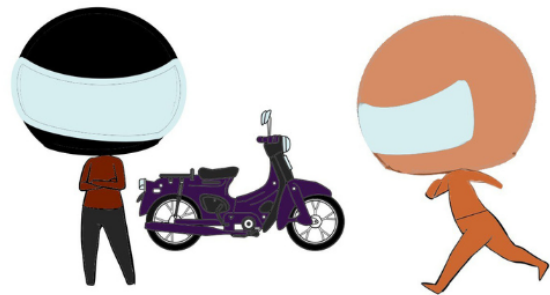
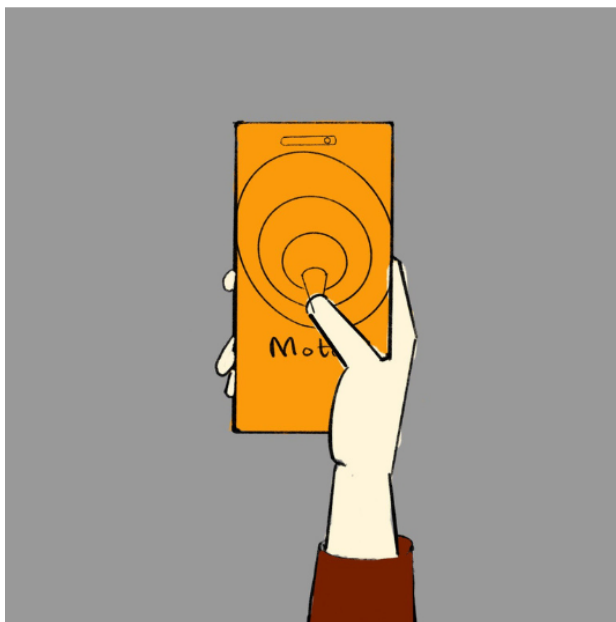
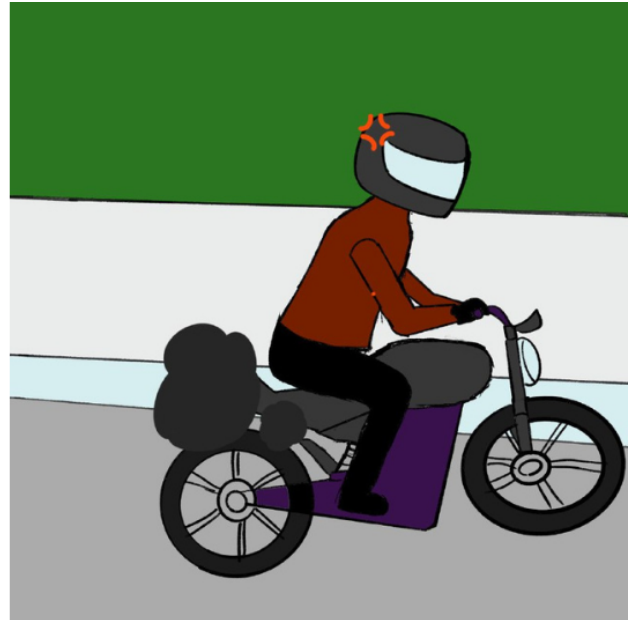
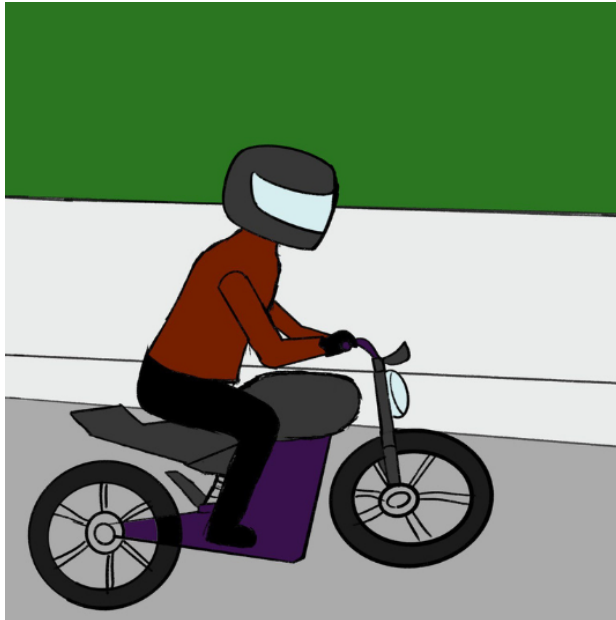
App Development Executive – Htwe Nandar Zin

Develops and maintains the Moto mobile application, and improves system performance and user experience.

Content & Graphic Executive – Alex

Creates and designs social media content and visuals.

12.3 Storyboard

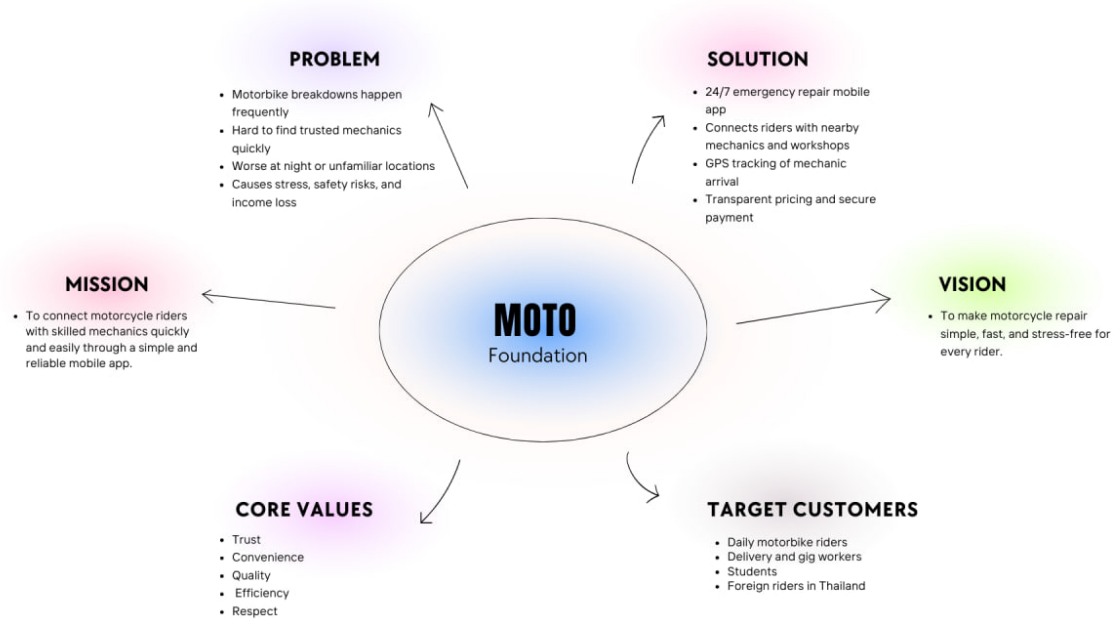


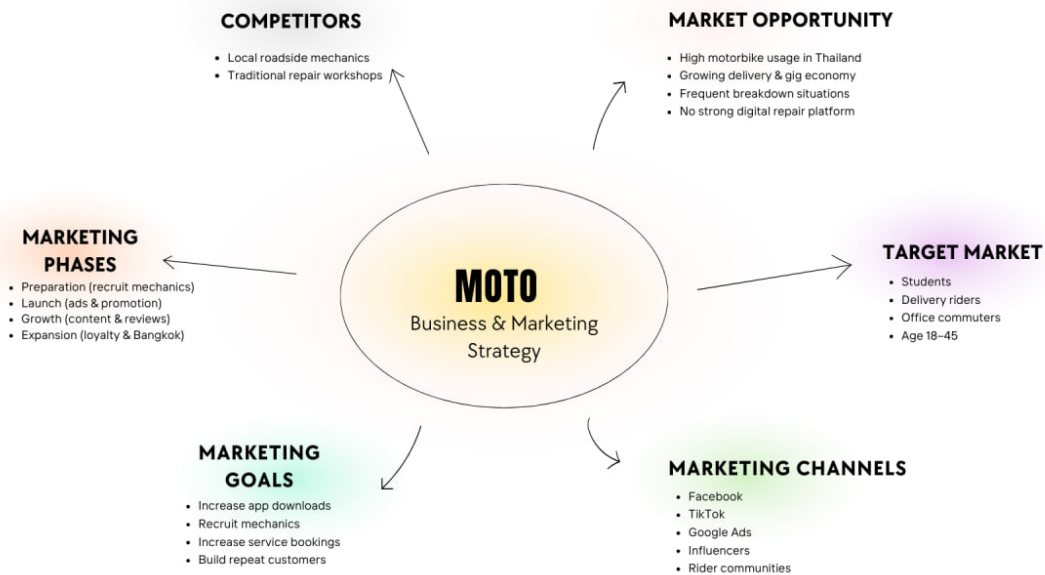
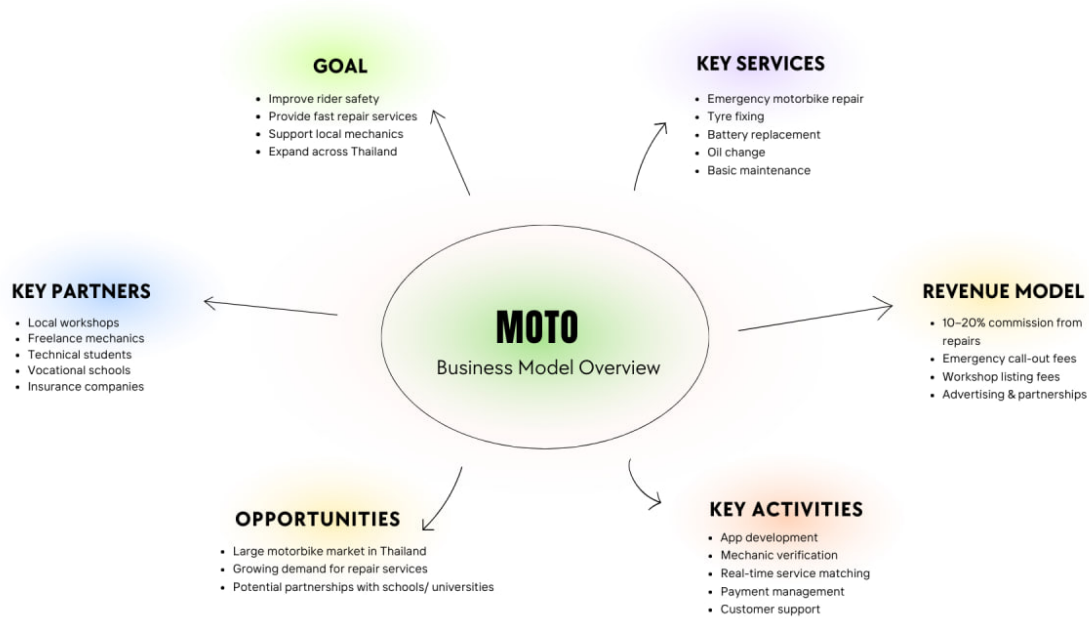
12.4 IP Concerns

Through these measures, Moto will protect its intellectual property and ensure compliance with relevant laws and regulations.

- The company name and logo will be registered as trademarks to protect the brand identity.
- The mobile application design, source code, and all original content will be protected under copyright laws.
- Any third-party materials will be used only with proper authorisation or licensing.
- Confidential business information and technical data will be safeguarded through internal policies, including password-protected systems and non-disclosure agreements.

13. Mind Maps





14. Conclusion

This report presents a mobile application that connects you with the nearest verified mechanics and workshops when your motorbike breaks down anywhere in Thailand, called Moto. Since most of the people use motorbikes as their main transportation, breakdowns can lead to safety risks, income loss, and stress, which is very common. This app solves those problems by matching the riders with workshops, tracking their arrival time in real life, offering transparent pricing, and paying for it securely through the app. In addition, Moto creates income opportunities for local mechanics and provides practical experience for technical students. Since Moto is built on trust, the service coordinations must be strong. The platform aims to build partnerships and expand gradually throughout Thailand. Overall, Moto helps to improve safety,

15. References

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<https://www.grab.com/th/about/>

<https://news.imotorbike.com/en/2025/12/mobile-motorcycle-repair-why-riders-are-switching-to-on-site-services>

<https://www.motosidekick.com/blog/on-demand-repairs-future>

Personal experience and observations related to motorbike usage and repair services in Thailand.