

# Switch Spot

presentation by Hitotsubashi university

member

Kanako Tsuji

Yoichi Narita

Koki Goto



What is your typical morning routine?



# Typical day for Japanese business person

6:30 Wake up

have a breakfast, grooming

7:30 Leave home

8:00 Arrive at office

Work

18:00 Finish work

18:30 Have a dinner with co-worker

21:30 Return home



Provide a spot to switch on/off for Salaryman

# Service

---

You can prepare for mind for work before going to your office by changing clothes and get motivate to go to work in Switch Spot.



## Second Floor—Switch Spot

### Service Flow

#### Morning

- ① Visit Switch Spot with your street clothes
- ② Receive your suit which you had left there
- ③ Change your clothes in the locker room
- ④ Leave your street clothes behind

#### Evening

- ① Go back to Switch Spot with your suit
- ② Receive your street clothes which you left in the morning
- ③ Change dressed in the locker room
- ④ Leave your suit with staff

## Ground Floor—Bicycle-parking space

Member of Switch Spot can use this space for free  
Non-member can use for 26,300 VND per 1 month

# questionnaire

---

## Target audience

50 people (male 38, female 12) from 20s to 60s

## How to research

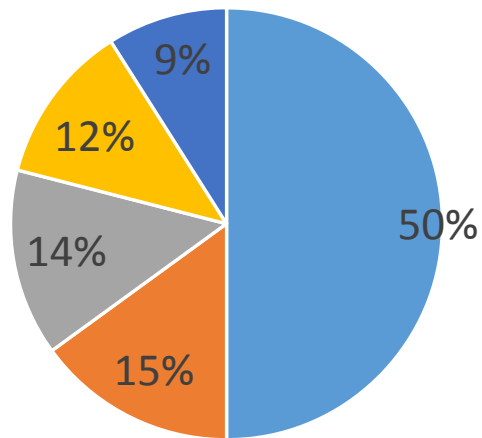
We requested target audience to respond a questionnaire on a google form

## Question

Basic question, frequency to use cleaning shop, secondary service you would like to use, benefits over café in terms of getting motivated, question about switch spot, etc...

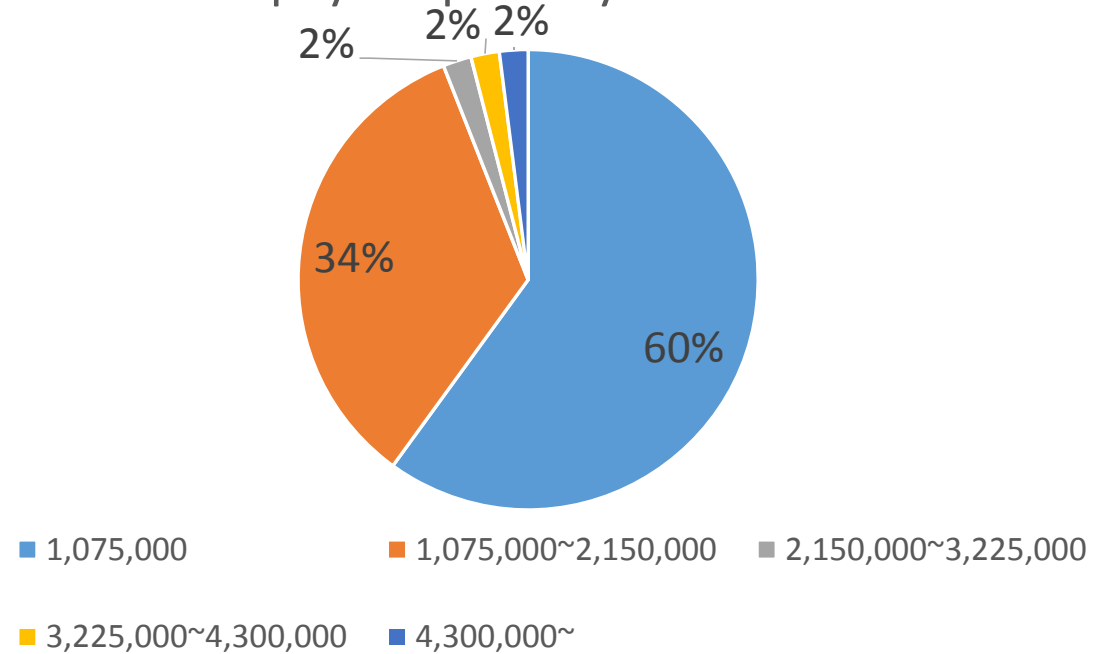
# results

what secondary service would you like to see?



- shower room
- café
- breakfast
- to rental clothes
- others

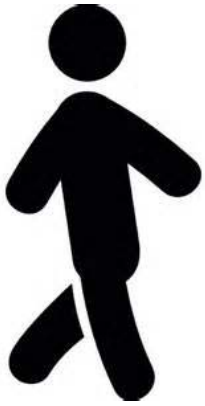
what highest monthly fee would you pay for primary service ?



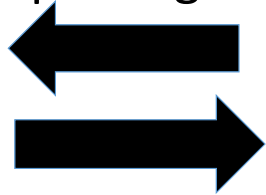
## Business model ~switch spot~

---

customer



Wear fresh shirts  
Hot towel service  
Bicycle parking service



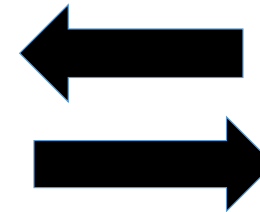
Monthly fee  
laundry fee

Switch spot

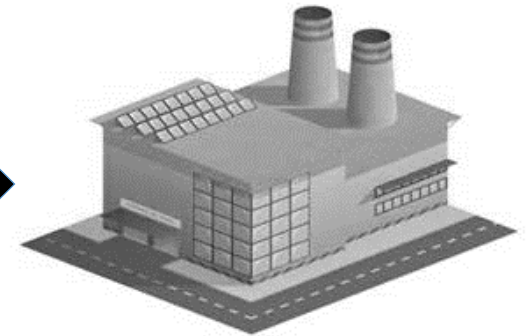


Commercial laundry

Laundry service



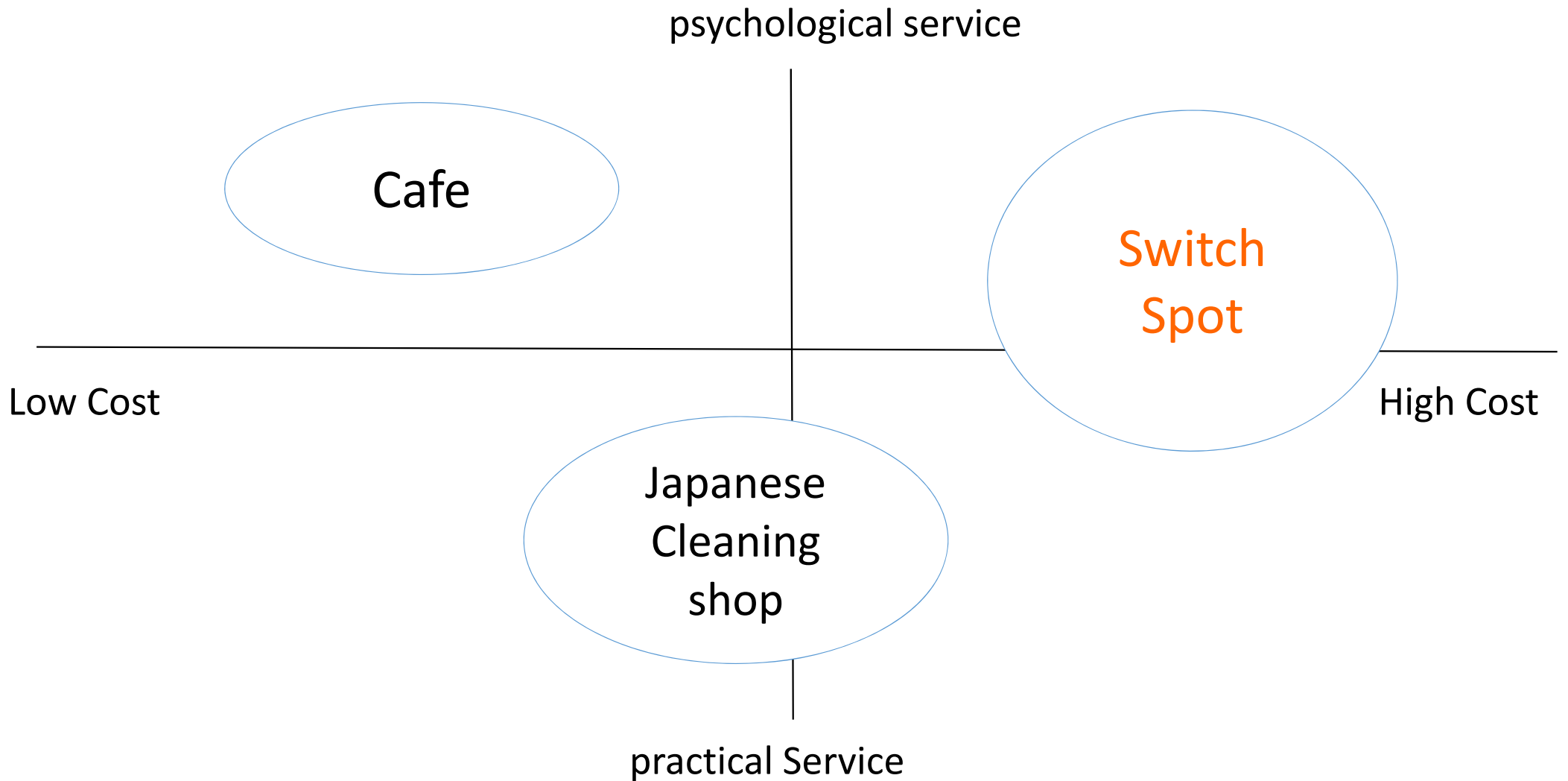
Laundry fee



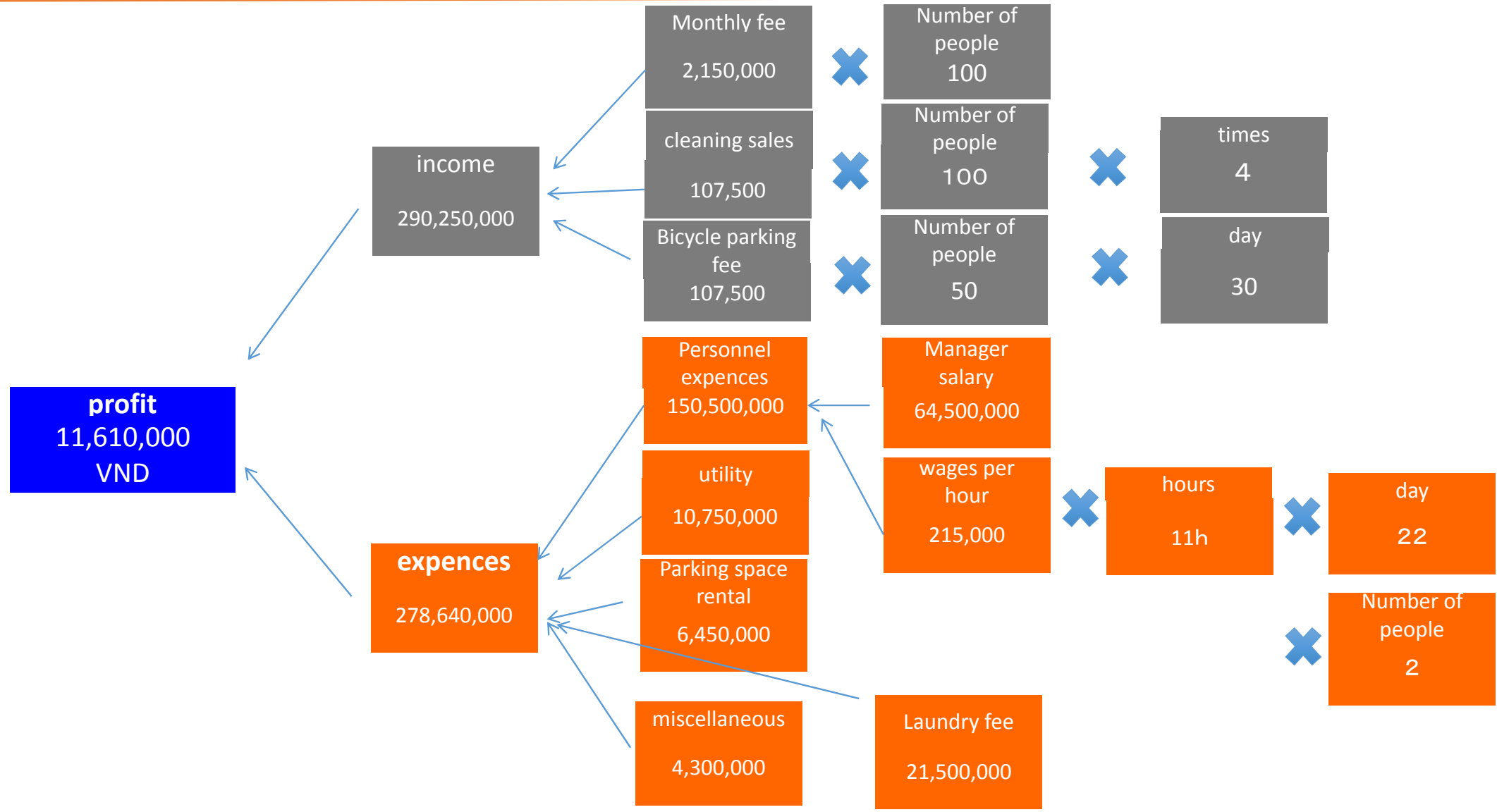


# Competitive advantages

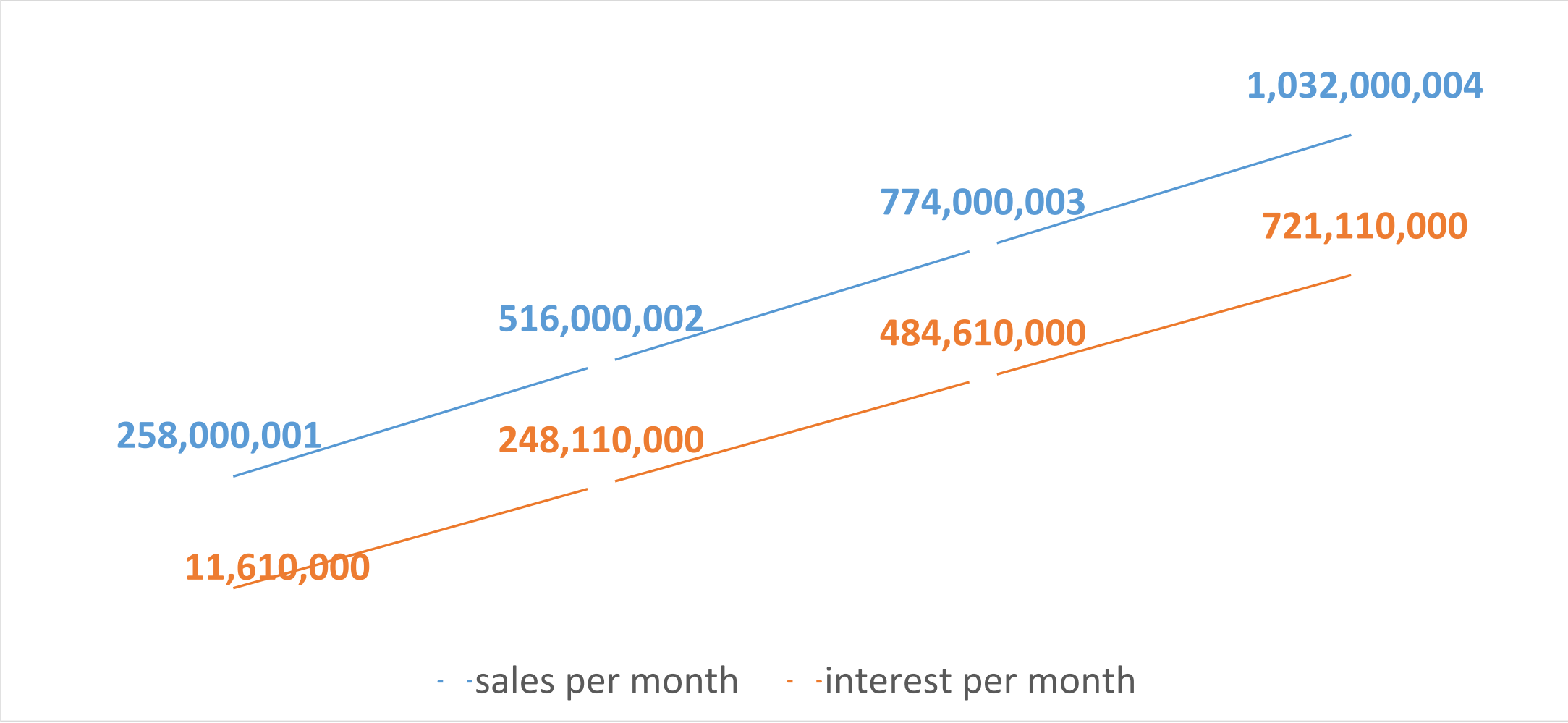
---



# Profit and loss statement( per month, first term)



# projection next 4 years



## Vietnam and Vietnamese

---

### 1. Motorcycle commute

-easy to buy and use

### 2. Get up early and go home as soon as possible

-prioritize a private life

### 3. Hot and humid climate

-Rarely wear jacket

### 4. Local cleaning system

-slow and low-quality service



## Switch spot in Vietnam

---


### Service


1. place 3 shirts(not jacket)  
→you will wear fresh shirts everyday
2. can use motorcycle parking service
3. open 6:00-9:00,17:00-20:00

### Price

Monthly fee:500,000vtd

Cleaning fee:22,000vtd

- Japanese business person's typical day
  - the service which we want to provide
- 

- the questionnaire
  - the business model and finance
  - Competitor
- 

- Switch Spot of Vietnam version

Thank you very much