

Lunar Climbing Adventure Consultant: Enhancing Climbers' Professionalism, Wellbeing & Fitness

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Abstract— This paper proposed a one-stop service platform focus on booking for guiding and coaching, online consulting regarding fitness and wellness of climbers, trip and event organizer and provide certificate from South East Asia Climbing Federation named Lunar Climbing Adventure Consultant (LCAC). This system has the ability to book a climbing session based on package provided. This system provides a platform for advertising a trip or event where the organizer need to sign up as member based on terms and conditions.

Index Terms— Climbing, guiding, consulting, trip, event

I. INTRODUCTION

International Islamic University Malaysia (IIUM) provides a wide variety of sports and recreational services across campus, in order to encourage productive and constructive leisure activities amongst students. This is to realize the vision to produce students with holistic personalities, as well as promote an active and healthy lifestyle amongst the IIUM community. To achieve this, IIUM has set up teams and clubs for a wide variety of activities including sport climbing. Lunar Climbing Club is a club focus that on climbing activity. This club have broaden its activity by providing guiding service in generating club's revenue. Thus, Lunar Climbing Adventure Consultant is establish to provide services in climbing activities. A one-stop service platform for booking a climbing guiding session or certification from South East Asia Climbing Federation based on package provided, online consulting regarding climbing issues through forum provided and a one- stop platform for advertising a trip or event where the organizer need to sign up based on terms and conditions have been proposed.

II. BACKGROUND

According to Kenneth C. Laudon & Jane P. Laudon (2012), "E-mail, online conferencing, and cell phones have become essential tools for conducting business. Information systems are the foundation of fast-paced supply chains. The Internet allows many businesses to buy, sell, advertise, and solicit customer feedback online. Organizations are trying to become more competitive and efficient by digitally enabling their core business processes and evolving into digital firms. The Internet has stimulated globalization by dramatically reducing the costs of producing, buying, and selling goods on a global scale. New information system trends include the emerging

mobile digital platform, online software as a service, and cloud computing." Thus, to make use of this opportunities a website platform; for booking a climbing guiding session, consulting regarding climbing issues through a forum, and organizing a rock trip event, is more convenient. Some customer face difficulty in visiting retail physical store with time and geographical constraint. Unfortunately, the current system is not sufficient. For example, a website that only provide information regarding climbing guiding session but need to visit physical store to book slot.

III. PROBLEM STATEMENT

Rock climbing is a physically and mentally demanding sport, one that often tests a climber strength, agility and balance along with mental control. It can be dangerous activity and knowledge of proper climbing techniques and usage of specialized climbing equipment is crucial for the safe completion of routes. Thus, lack of essentials knowledge in fitness and wellness, no exposure of climbing techniques and equipment, no platform that can refer to ask for advice, no platform to join climbing event or trip and no specific guidelines from professional climbers are the main concerns.

IV. METHODOLOGY

This conceptual solution use i-innovate method adapted from Furr & Dyer in The Innovator's Method (2014). I-innovate method define on how new ideas are created, refined and brought to market. This method focus on insight, define problem, ideate solution, business model and scale the business model. Tools that use in this methodology are Innovator's DNA Behaviors, Environment Map adopted from Alexander Osterwalder (2014), Literature Review, Benchmarking, & Megatrends, Value Proposition Canvas – Customer Profile & Value Map adopted from Alexander Osterwalder (2014), Strategy Canvas, Business Model Canvas and Product Key Features.

V. LITERATURE REVIEW

TacTeam.My. TacTeam.My is a new company that established on 2016. This company provide guiding, coaching, handling trip and event and providing certificate from South East Asia Climbing Federation. The main business of this company is providing services. TacTeam.My use social media as prime platform to interact with customer such as Instagram and Facebook. This company handle climbing trip to Penang, Perak, Pahang, Perlis and even Australia and Thailand. The range of price per trip is from RM170 up to RM600. TacTeam.My also collaborate with South East Asia Climbing Federation in providing certificate

SEACF Level 1 and SEACF Level 2. The range of price is from RM165 to RM255.

Verticale. Verticale is a company that provide advice, knowledge and assistance to any who would like to step into the wilds. This company is an outdoor retail store that provide a variety of innovative outdoor gears and equipment to promote outdoor activity and contribute back to the climbing community. Thus the main business of Verticale is on retail store and climbing service. Verticale offer package climbing services such as TASTER package which price start from RM118 per person, PRIVATE GUIDING package which price start from RM250 per person and CRAG GUIDE package which price start from RM120 per person with terms and conditions apply.

Madmonkeyz. Madmonkeyz is a company that provide a culture where climbers become familiar with all forms of climbing, from the workout and training environment of the indoor gym which is the main business of this company to the great outdoors where Madmonkeyz provide guiding service. This company is a retail store that provide a variety of innovative outdoor gears and equipment. This company also provide certificate from South East Asia Climbing Federation. Madmonkeyz use website as the prime platform and social media to get in touch with its customer. Unfortunately, Madmonkeyz website did not provide information regarding price for outdoor guiding and South East Asia Climbing Federation certification price. Thus customer need to contact this company via phone or email or physically walk in to the physical store to ask regarding the price. The business is on retail store and climbing service.

Megatrends. According to Frost & Sullivan (2015) on Mega Trends in Malaysia Top Mega Trends in Malaysia to 2025 and the Implications to Business, Society, and Culture regarding Top 10 future facts about Malaysia stated that, "Malaysia to have 125

million connected devices in 2025 with over 58 million mobile subscribers. Ninety-five percent of all netizens, or Internet users, will be active social network users, presenting a huge potential for digital marketing and e-commerce" (p. 10). This shows that website platform will be one of the main platform used by Malaysian in doing business. Furthermore, Frost & Sullivan (2015) also proved that, "Digital Entrepreneur: The project will establish centers of excellence to develop the capabilities of the industry and encourage pilot projects to produce locally- developed embedded products. Also, it will establish a local, trusted platform service manager that enables a mobile, digital wallet service to be deployed." (p. 50). Thus, Lunar Climbing Adventure Consultant also will be part of this trends that will use digital platform widely in the future. Based on Ronnie Teo (2013), "Increasing urbanisation is accompanied with growing consumer awareness and an expanding middle class, progressively skewing population density. This all translates to an increased demand for improved healthcare services," Rhenu Bhuller, Frost & Sullivan Asia Pacific vice president for healthcare. This shows that as urbanisation is increasing, healthcare services is increasing too. Thus, climbing service also a part of healthcare service that will be high demand.

5.1 Innovator's DNA Behaviors

Based on Furr & Dyer (2014), steps involve in Innovator's DNA Behaviors are questioning, observing, networking and experimenting.

Questioning. Why not develop a platform where customer can book for guiding or coaching instead of visiting physical store? What if other rock climbing consultant use a platform to advertise their event or activity? Why customer need to visit physical store to ask for an advice instead of online consulting?

Observing. Social media is use to advertise for trip and event.

Networking. Collaborate with other rock climbing consultant. Approach potential customer by interviewing and surveying.

Experimenting. Develop a website prototype and analyse on how potential customer can make use the platform.

Associational thinking and opportunities & insight. One-stop-centre where customer can book for guiding or coaching and online consulting without visiting physical store. Collaborate with other rock climbing consultant to use one platform to advertise event or activity.

5.2 Environment Map

1. Market Forces

Needs and demands. People that have interest in rock climbing looking to get involves in any rock climbing activity. The announcement that climbing is on the final short list for the 2020 Olympics requires more services related to rock climbing sport industry.

Switching costs. Customer might switch to competitor company depends on which company have more users.

Revenue attractiveness. People with legitimate certificate for rock climbing needs to be partnership with company or event handler as an instructor or guider. College students because they tend to do activities in social groups.

2. Industry Forces

Competitors (incumbents). Already gain customer loyal and trust to conduct a rock climbing activity.

High demand on expertise. More people with rock climbing certificate are required to handle an event or activity.

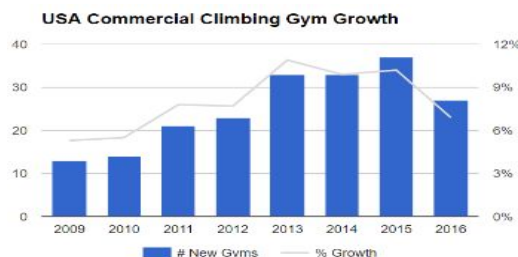
3. Key Trends

Technology trends. Social media help people to get in touch with other rock climber enthusiast.

Societal and cultural trends. People opinion on rock climbing is an extreme sport where only few people may involves in.

4. Macroeconomics Forces

Capital market. Rock climbing worth small compared to other outdoor activity such as mountaineering, hiking and camping.



The graph above shown growth rate for climbing gym in United State. From the graph, there are increasing in growth between year 2012 and 2013. In the United States, 27 new commercial climbing facilities opened for a grand total of 414 commercial climbing gyms at the end of the year (“Gym and Trends of 2016”,2017).

VI. INITIAL BUSINESS MODEL (REFER APPENDIX A)

Value Propositions – Value propositions of TacTeam.My for climbers are guiding and coaching upon request and handling trip or event. While value propositions of TacTeam.My for SEACF officer is issuing certificate.

Customer Segments – Customer segments of TacTeam.My is climbers and SEACF officer. For climbers, the customer segments is people who need guiding and coaching, people who searching for a trip or event and people who want certificate from South East Asia Climbing Federation. While customer segments for SEACF officer is people who provide certificate.

Customer Relationships – Customer relationships of TacTeam.My is social media and promotion. Social media that this company use is Instagram and Facebook as the main platform.

Channels – Channels of TacTeam.My is social networks which is Instagram and Facebook and email.

Key Activities – Key activities of TacTeam.My is guiding, coaching, handling trip and event and providing certificate from South East Asia Climbing Federation. The key activities is focus on services.

Key Resources – Key resources for TacTeam.My is skilled employees with certified AMGA Single Pitch and SEACF Sport Climbing, technology and gears and equipment.

Key Partners – Key partner of TacTeam.My is South East Asia Climbing Federation. TacTeam.My collaborate with South East Asia Climbing Federation in providing certificate SEACF Level 1 and SEACF Level 2.

Cost Structure – Cost structure for TacTeam.My is technological infrastructure, salaries to permanent employees and equipment maintenance.

Revenue Streams – Revenue streams for TacTeam.My is commission from climbers upon services and commission from SEACF officer upon service.

VII. INITIAL VALUE PROPOSITION CANVAS (REFER APPENDIX B)

Customer Profile Climbers:

Customer Jobs – Customer job of TacTeam.My for climbers are looking for a professional guide and searching for a trip or event.

Customer Pains – Customer pains of TacTeam.My for climbers are high cost, difficult to find instructor, risk of safety and lack of knowledge.

Customer Gains – Customer gains of TacTeam.My for climbers are new adventure experience, develop new interest and hobby and able to travel while joining trip or event offered.

SEACF Officer:

Customer Job – Customer job of TacTeam.My for SEACF officer is to monitor and evaluate standard in providing certificate.

Customer Pains – Customer pains of TacTeam.My for SEACF officer is looking for participant.

- **Customer Gains** – Customer gains of TacTeam.My for SEACF officer is gain potential customer.

7.1 Value Map

Climbers:

- **Products and Services** – Products and services of TacTeam.My for climbers is offering adventurous climbing experience.
- **Pain Relievers** – Pain relievers of TacTeam.My for climbers is provide experienced instructor as the customer pains is difficult to find instructor.
- **Gain Creator** – Gain creator of TacTeam.My for climbers are join available trip and meet new people.

A. SEACF Officer:

- **Products and Services** – Products and services of TacTeam.My for SEACF officer is issuing certificate.
- **Pain Relievers** – Pain relievers of TacTeam.My for SEACF officer is increase participant as the customer pain for SEACF officer is hard to get participant.
- **Gain Creator** – Gain creator of TacTeam.My for SEACF officer is gain potential customer.

VIII. INTERVIEW & SURVEY – ANALYSIS AND FINDINGS

Set of questionnaires survey was distributed among communities of potential climbers, SEACF officer and potential event host who is a rock climbing consultant.

How deep is your exposure towards climbing knowledge? (10 responses)

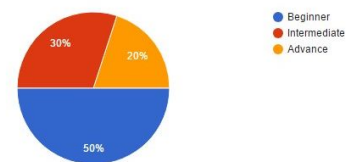


Figure 1: Climbers

Based on Figure 1, 20% is an advance climber, 30% is an intermediate climber and 50% is a beginner climber exposed to climbing knowledge. This shows that majority of the community would like to join in climbing activities and half of the community already exposed to climbing activities. In conclusion, opportunities in developing a one-stop platform is high demand.

Is it hard to search for a climbing trip or event? (10 responses)

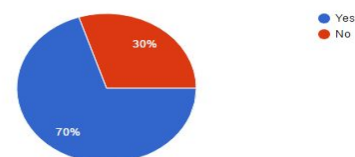


Figure 2: Climbers

Based on Figure 2, 30% is did not agree and 70% is agree that searching for a climbing trip or event is hard. This shows that majority of the community could not find a platform to search for a climbing activities.

Is it hard to find participant to join an event? (3 responses)

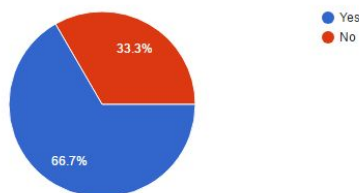


Figure 3: SEACF Officer

Based on Figure 3, 33.3% did not agree and 66.7% is agree that finding for a participant is hard. This shows that majority of the community could not find a suitable platform to search for a potential participant.

Would you like to use a platform to find potential participant? (3 responses)



Figure 4: SEACF Officer

Based on Figure 4, 100% is agree that using a platform to find a potential participant is much easy. This shows that majority of the community would like to use a platform to find potential participant.

Would you like to use a platform to find potential participant? (4 responses)



Figure 5: Event Host

Based on Figure 5, 100% is also agree that using a platform to find a potential participant is much easy. This shows that majority of the community would like to use a platform to find potential participant.

Do you willing to pay for registering as member to advertise your event? (4 responses)

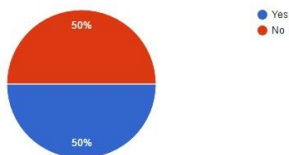


Figure 6: Event Host

Based on Figure 6, 50% is agree and 50% did not agree to pay for registering as member to advertise event. This shows that fee is an issue for event host. Thus, a promotional offer will be implemented.

IX. ENHANCED BUSINESS MODEL (REFER APPENDIX B)

Key Partners – Key partners of Lunar Climbing Adventure Consultant is South East Asia Climbing Federation who is providing SEACF Level 1 and SEACF Level 2 certificate and Rock Climbing Consultant who is the event host for trip and event.

Key Activities – Key activities of Lunar Climbing Adventure Consultant is booking for guiding or coaching slot, online consulting, providing certificate from South East Asia Climbing Federation and organizing trip and event.

Value Propositions – Value propositions of Lunar Climbing Adventure Consultant for climbers is providing platform for booking guiding and coaching slot based on package provided and online consulting with Lunar Climbing Adventure Consultant. Value propositions for SEACF officer is issuing certificate and value propositions for event host is providing platform for organizing trip or event.

Customer Relationships – Customer relationships of Lunar Climbing Adventure Consultant is social media, review, rating and feedback system, customer service and promotional offer.

Channels – Channels of Lunar Climbing Adventure Consultant is website and social media.

Customer Segments – Customer segments of Lunar Climbing Adventure Consultant for climbers are people who need guiding and coaching, people who searching for a trip or event, people who need online consulting and people who want certificate from South East Asia Climbing Federation. Customer segments for SEACF officer is people who provide certificate. While customer segments for event host is any organization who provide trip or event.

Cost Structure – Cost structure of Lunar Climbing Adventure Consultant is technological infrastructure, salaries to permanent employees and equipment maintenance.

Revenue Streams – Revenue streams of Lunar Climbing Adventure Consultant is commission from climbers upon service, commission from SEACF officer upon service and commission from event host upon providing trip and event through Lunar Climbing Adventure Consultant platforms'.

Key Resources – Key resources of Lunar Climbing Adventure Consultant is skilled employees, technology and gears and equipment.

X. ENHANCED VALUE PROPOSITION CANVAS (REFER APPENDIX C)

Customer Profile Climbers

Customer Job – Customer job of Lunar Climbing Adventure Consultant for climbers are looking for a professional guide and searching for a trip or event.

Customer Pains – Customer pains of Lunar Climbing Adventure Consultant for climbers are high cost, difficult to find instructor, risk of safety and lack of climbing knowledge.

Customer Gains – Customer gains of Lunar Climbing Adventure Consultant for climbers are new adventure experience, develop new interest and hobby and able to travel.

SEACF Officer

Customer Job – Customer job of Lunar Climbing Adventure Consultant for SEACF officer is monitor and evaluate standards of climbing.

Customer Pains – Customer pains of Lunar Climbing Adventure Consultant for SEACF officer is looking for participant.

Customer Gains – Customer gains of Lunar Climbing Adventure Consultant for SEACF officer is gain potential customer.

Event Host

Customer Job – Customer job of Lunar Climbing Adventure Consultant for event host is register as a member to publish and plan trip or event.

Customer Pains – Customer pains of Lunar Climbing Adventure Consultant for event host is looking for participant and price issue.

Customer Gains – Customer gains of Lunar Climbing Adventure Consultant for event host is gain potential customer and generate income by handling trip or event.

Value Map Climbers

Products and Services – Products and services of Lunar Climbing Adventure Consultant for climbers are offering adventurous climbing experience and provide online consulting.

Pain Relievers – Pain relievers of Lunar Climbing Adventure Consultant for climbers are low cost package and provide experienced instructor.

Gain Creator – Gain creator of Lunar Climbing Adventure Consultant for climbers are join available trip and meet new people.

SEACF Officer

Products and Services – Products and services of Lunar Climbing Adventure Consultant for SEACF officer is issuing certificate.

Pain Relievers – Pain relievers of Lunar Climbing Adventure Consultant for SEACF officer is increase participant as customer pain is hard to find participant.

Gain Creator – Gain creator of Lunar Climbing Adventure Consultant for SEACF officer is provide platform to find participants.

Event Host

Products and Services – Products and services of Lunar Climbing Adventure Consultant for event host is website platform and organizing trip or event.

Pain Relievers – Pain relievers of Lunar Climbing Adventure Consultant for event host is increase participant and promotional offer on suing platform to conduct event or trip.

Gain Creator – Gain creators of Lunar Climbing Adventure Consultant for event host is provide platform to find participants.

XI. PRODUCT KEY FEATURES

Product key features low quality of gears and equipment, price, safety risk, infrastructure, guiding and coaching, network, online consulting and online booking. Product key features for eliminate factor is low quality of gears and equipment. By eliminating gears and equipment with low quality, safety of climbers is guaranteed. Product key features for reduce factor is price and safety risk. By reducing price, potential customers will increase. Reducing safety risk also will guarantee safety of climbers.

Product key features for raise factors is infrastructure, guiding and coaching and network. Enhancing existing infrastructure

will increase customer's satisfaction. Guiding and coaching is a continuous improving activities that should be raise to retain quality of instructor. The larger the network, the higher possibility of the company to be known. Product key features for create is online consulting and online booking. Online consulting and online booking is a new method as technology is widely use.

Strategy Canvas

Based on Appendix D, LCAC is eliminating gears and equipment with low quality with 2 scoring point while competitors such as MadMonkeyz, Verticale and Tac Team score higher. This shows that, some competitors might have some advantages in terms of quality of gears and equipment. Secondly, LCAC is reducing price with 4 scoring point and safety risk with 4 scoring point while competitors with 6 and 5 scoring point respectively as this competitors might not reducing the price and refuse to take notice on safety risk. Next, LCAC is raising infrastructure with 6 scoring point, guiding and coaching with 7 scoring point and network 8 scoring point while competitors with 8 scoring point, 8 scoring point and 6 scoring point respectively. Competitors are experienced company thus they might not facing problem with infrastructure and guiding and coaching while their networking is not sufficient as business in sport climbing is high demand. LCAC is creating online consulting with 9 scoring points and online booking with 9 scoring points while competitors with 2 scoring points and 0 scoring point respectively. This shows that, online consulting and online booking is a new platform that can be used in future.

CONCLUSION

This conceptual solution is an on-demand platform climbing services for Malaysian that can give benefits to both climbers and other rock climbing consultant. The development of internet is resulting in great growth of online booking, consulting and advertising. This trend can be implementing continuously for the better economic status in the future as long as the technology is moving forward.

FUTURE WORKS

Future works of Lunar Climbing Adventure Consultant conceptual solution will be developed in Business Plan.

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