

E-Rickshaw Rapid Transit System (ERTS)

Mini business plan

Factual information

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ABOUT:

E-Rickshaw based commuting service to university staffs and students, locals and all other people coming to this area. It will give them access to fast, easy and cheap means of commuting in and around SRM.

TARGET CUSTOMERS:

All of the masses that don't have private vehicles or depend on public transport can be potential customers for this service. Ease of commute and service very much dedicated to their specific needs. As the system will be focus on renewable source energy it will also attract people who would like to volunteer and join hands to make earth greener.

FEATURES:

1. The system will be working on E-Rickshaws with **solar energy** as a part of their source of energy and hence will discourage the dependence on conventional source of energy.
2. The system will involve electronic modes of payment and/or unique mode of token dispenser that will ultimately lead to almost **0% Waste Generation**.
3. The complete system requires very less investment as compared to other transport systems both in initial and established state and has very less running cost which will prove it to be the **cheapest** among all of the available options out there.

COMPETITION:

1. Auto-Rickshaws plying currently in the area might be seen as the next competitors and they also might see us with same perspective.
2. App based remote cab booking services (like Uber, Ola, etc.) can be the second in the list of competitors which are preferable by the mass due to ease of booking, air-conditioning and other on-the-go features at premium rates.