**4.0 Proposed Solution**

Feasibility Study: E-hailing Services

1. Technical Feasibility:

* E-hailing depends on mobile apps, which are widely accessible and user-friendly.
* Technical infrastructure, such as internet connectivity and GPS systems are widely available and reliable.
* Both drivers and passengers can easily access and use e-hailing platforms on their smartphones.

2. Operational Feasibility:

* E-hailing services like Grab and MyCar have demonstrated operational success as its served millions of users globally.
* The process of booking rides through mobile apps is straightforward and efficient so it will require minimal training for users.
* Drivers can easily register and start providing services through e-hailing platforms.

3. Economic Feasibility:

* The popularity of e-hailing services indicates strong demand from users.
* E-hailing platforms generate revenue through commissions on rides, which can sustain operational costs and support growth.
* While there are regulatory challenges and safety concerns, the economic potential of e-hailing justifies investment in addressing these issues to ensure long-term sustainability.

Overall, the technical, operational, and economic feasibility of e-hailing services suggests a promising opportunity for further development and improvement, with the potential to address challenges and create a safer and more efficient transportation option for users.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CRITERIA (RM)** | **YEAR** | | | |
| 1. **COSTS** | **YEAR 0** | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| 1. **Development** |  |  |  |  |
| Mobile Apps | 5000 |  |  |  |
| Training for drivers and support staff | 10000 |  |  |  |
| Total Development Cost | 15000 |  |  |  |
| 1. **Operational** |  |  |  |  |
| Customer Support |  | 2500 | 2625 | 2756 |
| Vehicle Maintenance |  | 15000 | 15750 | 16538 |
| Total Operational Cost (Annual) |  | 17500 | 18375 | 19294 |
| Preset Value (PV) |  | 15217 | 13894 | 12686 |
| Accumulated Cost |  | 30217 | 44112 | 56797 |
| 1. **BENEFITS** |  |  |  |  |
| Increased accessibility for users |  | 21600 | 24840 | 28566 |
| Reduction in traditional taxi service competition |  | 22500 | 25875 | 29756 |
| Revenue generation through ride commissions |  | 9000 | 10350 | 11903 |
| Total Benefit (Annual) |  | 53100 | 61065 | 70225 |
| Present Value (PV) |  | 46174 | 46174 | 46174 |
| Accumulated Benefit |  | 46174 | 92348 | 81724 |

**Estimated Cost:**

Training for drivers and support staff: RM 20,000

Mobile Apps: RM 10,000

Customer Support: RM 5,000

Vehicle Maintenance: RM 30,000

**Expected Benefit**:

Increased accessibility for users: RM 2,000 per month

Reduction in traditional taxi service competition: RM 25,000

Revenue generation through ride commissions: RM 10,000

**Assumptions:**

Discount rate: 15 %

Sensitivity factor (cost): 0.5

Sensitivity factor (benefit): 0.9

Annual increment (costs): 5%

Annual increment (benefit): 15%

**5.0 Objectives**

Objective 1: Understand how e-hailing services like Grab and MyCar work and what problems people face when using them.

Objective 2: Find safety concerns related to e-hailing, including how drivers are checked and the condition of the vehicles they use.

Objective 3: Investigate the current regulations around e-hailing and highlight areas of inconsistency.

Objective 4: Explore the impact of e-hailing on traditional taxi services and assess fairness and competition issues.

Objective 5: Develop a user-friendly interface for both drivers and passengers to ensure a seamless onboarding experience.

Objective 6: Implement a simple and intuitive booking interface for passengers, allowing for easy scheduling of rides through the app or website.

Objective 7: Integrate multiple payment options into the platform to provide passengers with convenience in paying for their rides.