

ADIKA TAXI

EACH MILE WITH A SMILE

"All mankind is divided into three classes: those that are immovable, those that are movable, and those that move." – Benjamin Franklin



Ever since mankind made it to earth the one thing we never stopped doing is "moving", we moved consistently to make tomorrow better than yesterday. In a challenging world where moving is unnegotiable, we all acquire those who can move as fast as we can, maybe quicker, And that's where you will meet us.

With over 27 years of business and organizational experience, equipped with the hardest-working team in the industry Adika Taxi just got back on the lane. Well known for its service ventures which have brought a tremendous amount of good deeds, Adika is best known for its services including taxi hailing, carpooling, and cargo delivery (parcels, documents, and packages).

After understanding the market gap, and the value propositions that need to be considered to ultimately benefit both cab drivers and passengers, Adika Taxi anticipates crafting a new business venture that will address all the gaps, setbacks, and limitations that were missed by other service providers in the industry.

Out of the countless benefits the company brought to drivers some of them are:

- 10 free initial trips
- **FLAT RATE**- a constant and fixed initial rate for each and every trip drivers will undertake.
- **FREE CALL FOR PASSENGERS**- all calls that are initiated from the app to passengers are free.
- **ADIKA RENTAL**- Adika provides a taxi rental service for 8-24 hrs.
- **ADIKA REFERRAL**- This is a benefit for both drivers and passengers, which enables the referee to receive incentives each time they refer someone in their circle to join the Adika family.

And some of the benefits Adika has brought to passengers include:

- 50% base fare discount for passengers' first trip
- **BIDDING**- This enables passengers to save time and energy, by bidding for drivers and offering compensating fees for unnecessary fuel and time expenses.
- **REFERRAL INCENTIVES**

Adika Taxi didn't stop there, In a country with aggressive population growth, and urban transition, the transportation shortage in Ethiopia had been a huge headache for both the government and civilians. Keeping this in mind Adika anticipates paving a pathway that will encourage more middle-class, organizations/institutions/companies and business units to use its services. While providing a cost-time, and quality-wise service in Addis Ababa, and nearby regional cities, Adika Taxi also contemplates reaching numerous continental countries including Zambia, Uganda, and more.