



Years

2021

2022

Riders

3M



Profit Margin

0.45

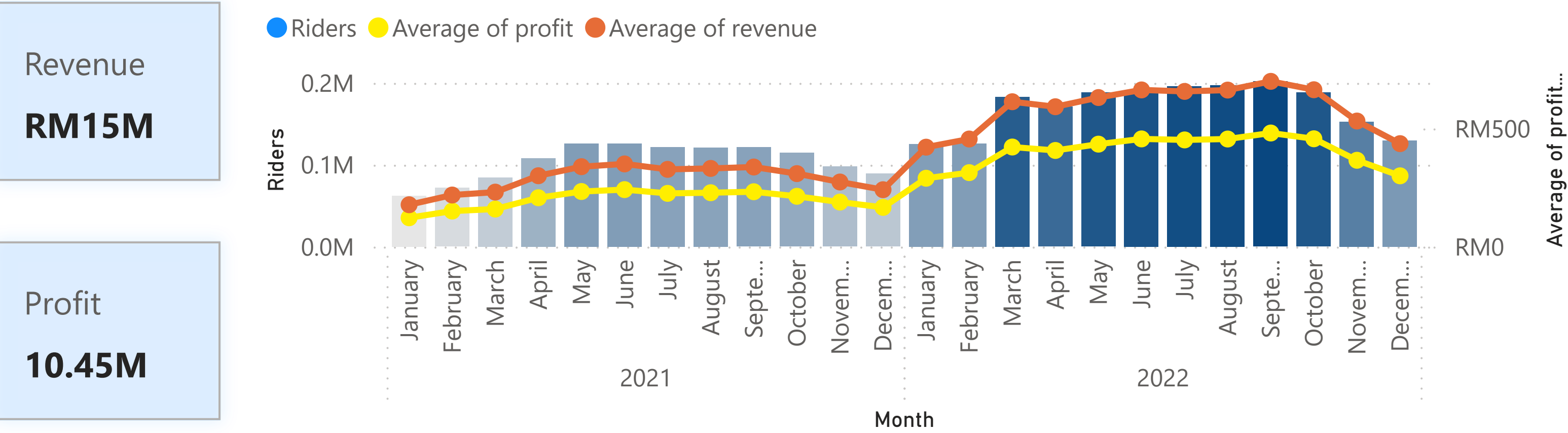


When are We making Money?

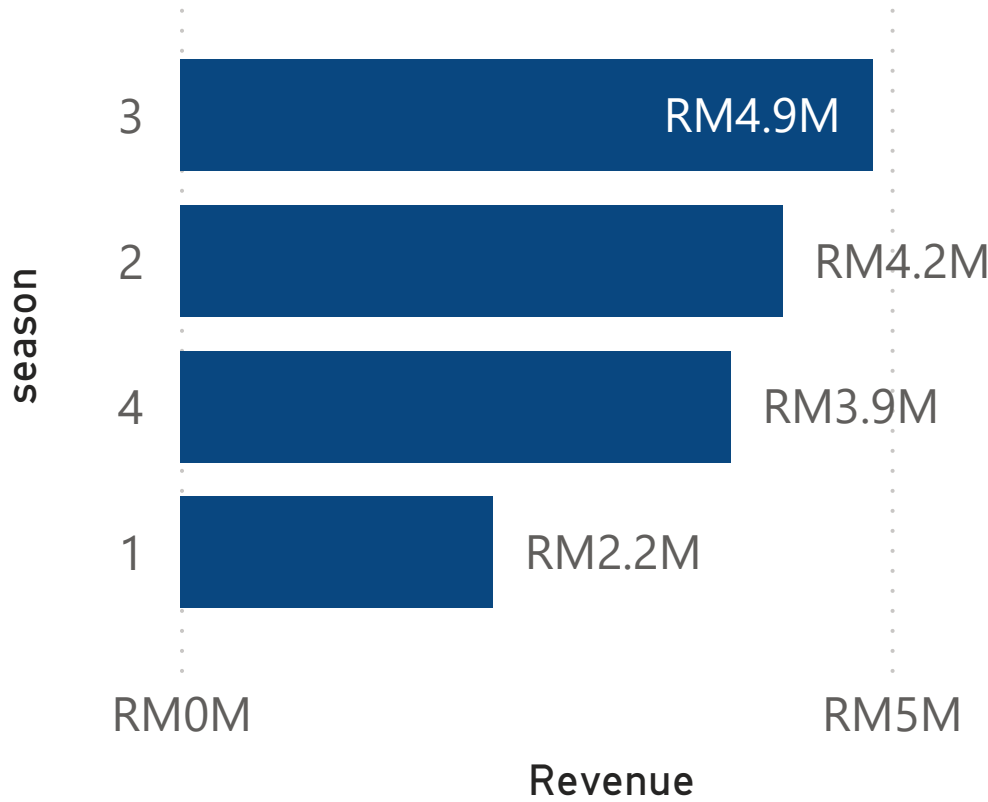
The table displays hourly sales data across a week, with higher earnings in midday and early evening hours, particularly around 10 to 15 hours, suggesting these are the most profitable times. Days like Wednesday and Friday show notably higher sales, indicating variable profitability across the week.

hr	0	1	2	3	4	5	6	T
8	RM194	RM952	RM1,087	RM1,131	RM1,132	RM1,068	RM265	
9	RM360	RM503	RM546	RM552	RM556	RM598	RM433	
10	RM594	RM319	RM297	RM306	RM306	RM365	RM610	
11	RM725	RM376	RM338	RM353	RM367	RM434	RM761	
12	RM857	RM477	RM422	RM449	RM461	RM549	RM868	
13	RM860	RM472	RM422	RM431	RM455	RM558	RM892	
14	RM835	RM443	RM388	RM395	RM410	RM530	RM882	
15	RM812	RM466	RM431	RM422	RM456	RM584	RM883	
16	RM816	RM654	RM662	RM632	RM664	RM765	RM844	
17	RM732	RM1,153	RM1,254	RM1,185	RM1,222	RM1,136	RM771	F
18	RM625	RM1,105	RM1,192	RM1,144	RM1,165	RM971	RM671	
19	RM516	RM791	RM815	RM827	RM832	RM698	RM551	
20	RM385	RM555	RM582	RM595	RM622	RM492	RM415	
Total	RM639	RM636	RM650	RM647	RM666	RM673	RM681	

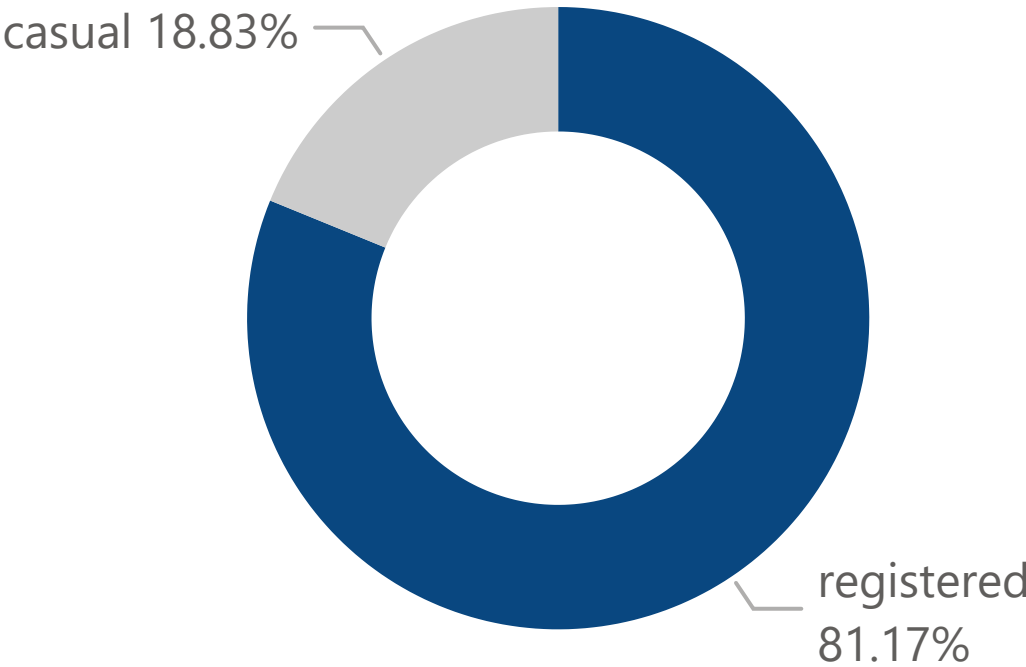
KPI over Time



Revenue by Season



Rider Demographic



Years	Sum of riders	Sum of revenue	Sum of profit	Average of price
2022	2049576	RM10,227,384	7,030,045.68	4.99
2021	1243103	RM4,959,981	3,418,533.25	3.99
Total	3292679	RM15,187,365	10,448,578.93	4.49

25% price increased  
64% increase in demand



Strategic Recommendation

**Measured Price Adjustment:** Given last year’s significant price escalation, adopting a more conservative approach for this cycle is advisable. This strategy aims to prevent breaching a price threshold that could negatively impact demand. An incremental adjustment within the 10-15% range is recommended to gauge market receptiveness without compromising customer retention.

Price Structuring:

- A 10% adjustment from a 2022 price point of RM4.99 results in a revised price of approximately RM5.49.
- A 15% adjustment sets the new price at around RM5.74.

Recommended Approach:

1. **Comprehensive Market Assessment:** Execute in-depth market research to evaluate customer satisfaction levels, anticipate competitive market dynamics, and analyze the broader economic climate. This data will inform whether the pricing should lean towards the lower or higher end of the suggested increase range.
2. **Differentiated Pricing Strategy:** Implement a tiered pricing model that distinguishes between casual and registered users, recognizing that these segments may exhibit varying levels of price sensitivity.
3. **Agile Monitoring and Adaptation:** Roll out the new pricing structure with a built-in mechanism for real-time monitoring. Be prepared to make swift adjustments based on immediate customer feedback and sales performance metrics. This flexibility ensures that pricing remains competitive and aligns with customer expectations without overcommitting to an unsustainable price point.