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**ASIA PACIFIC UNIVERSITY  
OF TECHNOLOGY & INNOVATION**

## **MYTEKSI APPLICATION**

### **GROUP ASSIGNMENT**

#### **TITLE: MARKETING PLAN**

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## 1.0 ABSTRACT:

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*The purpose of this study is to explain the Marketing process of a service provided by a taxi company. The company chosen for this study is MyTeksi. By using appropriate research techniques based on websites and articles and relevant examples, we were able to retrieve the information explained in the report below. The coverage of the study will be based on the introduction of the company and the outline of the product, current market situation, swot analysis, objectives, marketing strategies, implementation and control, contingency plan and references.*

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## 1.2 INTRODUCTION:

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MyTeksi is a Malaysia owned company that was founded by 2 HBS Malaysian graduates, which won 2<sup>nd</sup> place in the Harvard Business School in a business plan competition. The overall idea of creating MyTeksi was due the *demand* of taxis by customers who are frequently worried about their safety personally and due to *supply* since taxi drivers spend most of their working hours idle just waiting for customers to come to them resulting in a wastage of time (MyTeksi, 2013). The use of MyTeksi will result to *speed*; when ordering for a taxi, *safety*; since it provides you important personal information of the drivers in case of any problems and *certainty*; because the application provides with all locations of taxis close to you and the time they would take to reach you (MyTeksi, 2013).

The reasons why we chose MyTeksi as our *environmentally friendly* product of choice is that, since it's going to be an application of a phone we won't have to cut down trees in order to create posters or billboards for printing advertisements which can later result to environmental pollution during production and after use.

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## 1.3 CURRENT MARKET SITUATION:

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MyTeksi's current market position is a total sales revenue of approximately USD \$4,000,000. It's presently selling in Malaysia, Singapore, Thailand, Vietnam, Indonesia and Philippines. (MyTeksi.com, 2014). Currently, there are a few competitors in the market including *easy taxi* in Malaysia and Philippines, *uber* in Malaysia, Singapore, Thailand and Indonesia, *rocket internet taxi booking application* in Germany (2007). As shown, Malaysia is the current country in which MyTeksi is facing more competition due to having other applications providing the same service.

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## 1.4 SWOT ANALYSIS:

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The following SWOT analysis is based on factors such as *strengths*, *opportunities*, *weaknesses* and *threats* which MyTeksi faces in the transportation industry. With the help of the diagram below, the factors mentioned above will be explained in detail;

| SWOT ANALYSIS  |   |
|--|---|
| <b>Strengths</b><br>High experienced owner/operator<br>Limited or no competition<br>Very high gross profits<br>Ability to sell services online<br>Limited start up risks | <b>Opportunities</b><br>Continued expansion of online sales<br>Ability to develop additional stores<br>Affiliate relations with related vendors |
| <b>Weaknesses</b><br>Competitors can offer similar products easily<br>High transportation costs<br>Limited flexibility in pricing  | <b>Threats</b><br>Changes in regulations<br>Services are already offered by other competitors<br>Insurance costs increase continuously          |

FIGURE 1: SWOT ANALYSIS

(Source: TDA, 2010)

The strengths that MyTeksi has are very few competitors in the taxi industry which ensures obtaining of very high gross profits in the business due to availability/ability of market and selling services online. There are limited risks of starting up this business too.

There are various opportunities including a continuous expansion of online sales because of reaching vast number of customers. The ability of developing additional stores is high and creating affiliate relationships with related vendors is very easy with proper connections.

The weaknesses include freedom to start such a business can attract many competitors since is free. The transportation costs to customers' location is usually high and there is limited flexibility in pricing.

Threats that MyTeksi faces are changes in regulations like those of the government can affect the business directly. Similar services are already offered by competitors in the market and cost of insurance increase continuously hence the company incurs more expenses.

### 1.5 OBJECTIVES:

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MyTeksi has 3 main objectives as listed below;

1. To ensure customer safety by providing them with the personal information of the drivers.
2. To easily supply taxi drivers with customers in order to help them save time.
3. Enable customers to order for taxis at their own locations.
4. To make the transport industry more efficient in our daily lives.
5. To protect the environment by offering paperless service to customers.

### 1.6 MARKETING STRATEGIES:

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#### 1.6.1 PRICING STRATEGY:

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Currently, the taxi industry has a RM 3.00 startup charge. In order for MyTeksi to acquire as many customers as possible, we will introduce a RM 2.00 startup charge in order to attract many customers. The RM 2.00 startup charge will be a benefit for the customers since they will be able to save RM 1.00.

#### 1.6.2 PRODUCT STRATEGY:

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Our customers will be able to get access to our product by first downloading it through android, apple, windows phone, or blackberry devices then signing up in order to be recognized by the company, then inserting their current location or location of departure and the location that they want to go to or destination, after having done this, the application will search for available taxis and send them to the customer's location. That is the whole idea within the product strategy of the MyTeksi application. (*Refer to figure 2 below*).



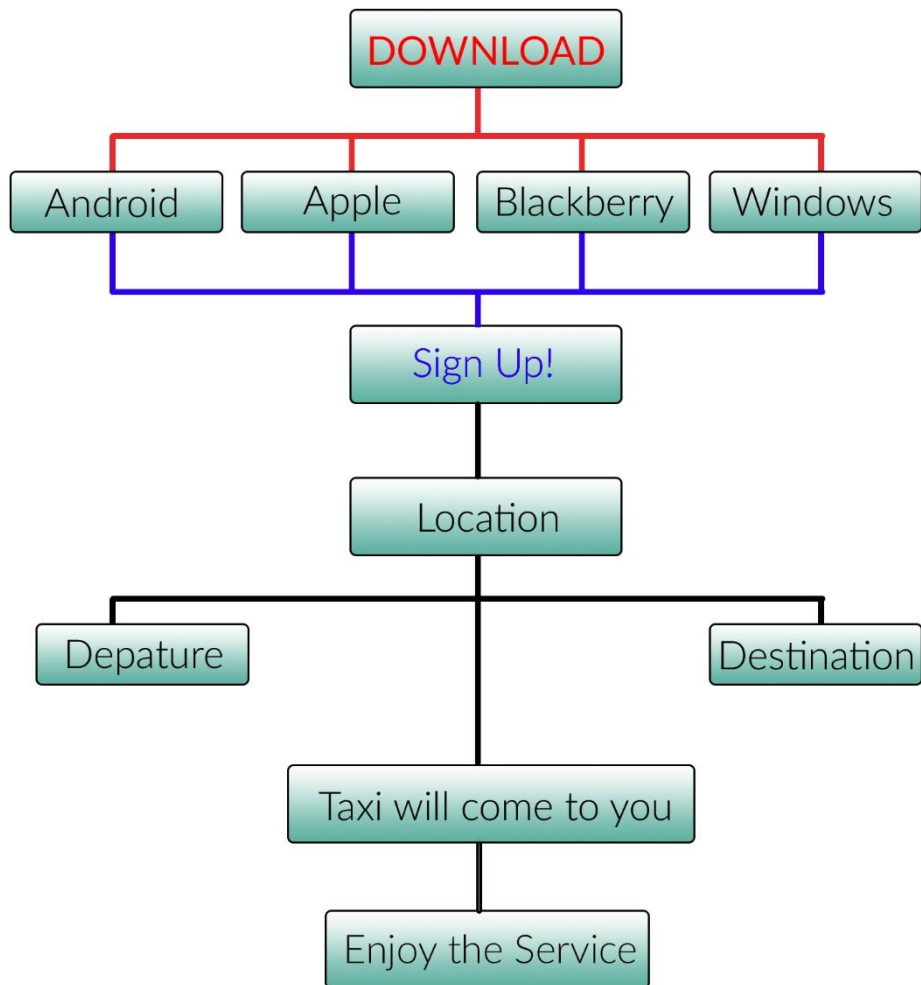


FIGURE 2: MYTEKSI'S PRODUCT STRATEGY

(MyTeksi, 2014)

### 1.6.3 DISTRIBUTION STRATEGY:

Since the taxi industry is a convenience service which people use daily, the distribution strategy we will implement in order to make sure that our customers know about our service is an *intensive distribution strategy*. Meaning, we will try to reach as many customers as possible extensively and spread awareness to them about MyTeksi so that we can ensure a reliable customer or client based service throughout the countries of our operations.

### 1.6.4 PROMOTION STRATEGY:

The product will be promoted on line through social-media websites so that we can reach a vast number of customers worldwide. We will also make advertisements so that we can target specific customers like the elderly and schedule events from time to time throughout the year so that we can gain young customers such as adults and teenagers. In addition to that, we will sponsor tournaments such as football to help spread awareness about MyTeksi's Services to the follows of those sports so that we can create a loyal customer engagement to our taxi service. (Refer to figure 4: Implementation).



FIGURE 3: AN EXAMPLE OF AN ADVERTISEMENT OF MYTEKSI APPLICATION

In addition to that, we will also implement MyTeksi's promotion policy such as the use of Promotion codes (*Promo Codes*). This will ensure the opportunities of getting many customers since we will provide generous discounts in these promotions like, if a customer orders for a taxi service with the use of our promotion codes that we will provide, they will be able to obtain a RM 5.00 discount from the final charge at the end of the journey. (*See figure 3*).



FIGURE 4: MYTEKSI PROMOTION CARDS

## 1.7 IMPLEMENTATION AND CONTROL:

### 1.7.1 IMPLEMENTATION:

| Activities      | J | F | M | A | M | J | J | A | S | O | N | D | Cost          | P.I.C    |
|-----------------|---|---|---|---|---|---|---|---|---|---|---|---|---------------|----------|
| Social Networks |   |   |   |   |   |   |   |   |   |   |   |   | RM 0          | Mrisho   |
| Events          |   |   |   |   |   |   |   |   |   |   |   |   | RM 800,000    | Nuzat    |
| Advertisements  |   |   |   |   |   |   |   |   |   |   |   |   | RM 12,000,000 | Abdallah |
| Sponsorships    |   |   |   |   |   |   |   |   |   |   |   |   | RM 1,000,000  | Mugisha  |

FIGURE 5: A TABLE ILLUSTRATING MYTEKSI'S GANTT CHART

MyTeksi will be promoted through *social networks* such as Facebook, Twitter, and +Google etc. This will enable us to reach out to a vast number of people since majority are using social networks. This will have little/no cost since it's online and it will be implemented on a weekly basis throughout the year in order to ensure that we supply our customers with up-to-date information. Alternatively, we will participate in *events* such as the one's involving all companies such as accommodation, airlines, taxi, train and others which come together come up with a strategy with discounts in order to attract many people especially tourists, this will ensure reliable recognition on a vast area of coverage. We will also promote it by *sponsoring* events like sports competitions and by using *advertisements* on the TV and radios. For each particular activity there are P.I.C (Person In Charge) in order to ensure a good work breakdown structure. (See table above)

### 1.7.2 CONTROL:

To ensure that all activities take place in time, there will be some measures taken to oversee them. Some of the measures that will be implemented are, *bi-weekly progress reports* for the manager, *weekly team meetings* every Friday, *monthly meetings* with the manager and *individual progress reports* to the manager by P.I.C every Monday.

### 1.8 CONTINGENCY PLAN:

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In case the marketing business plans for MyTeksi fails for any reason, we will still need to try and bring back the business. In order to do that, we would need a contingency plan since the first plan could not give us proper results and hence the business fail.

The contingency plan that we will implement for MyTeksi to take place in case the previous one fails, is to try and outsource everything including the overall business plan, the taxi company, the system that will be used and everything else. We will implement this outsourcing strategy for the 1 to 2 years then after we have gained some market shares in the business, we will go back to be an independent company that has a system and a business of its own.

### 1.9 REFERENCES:

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