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TABLE OF CONTENT

Contents

Executive Summary.....	4
Introduction	5
Model	6
(Rexon, 2023).	6
VRIO.....	6
Strictly focuses on internal metrics and resources that will influence the competitive advantage, positives that create and things that could make difference, nuance understanding of unique value and competitive ecosystem and in addition, must be able in focussing on resources that are possessed rather than strengths and creating solutions that are very tangible.	6
Unicef, 2015	7
Main Body	10
Charging Fares.....	11
Vehicle Qualities to be purchased	13
Competitive Analysis.....	14
(Rexon, 2023).	14
Porter's 5 Forces Analysis (1985).....	15
Threats of New Entrants	15
Bargaining Power of Suppliers.....	15
Bargaining Power of Buyers	15
SECTION-- 2.....	15
E-Commerce.....	15
Payment System	16
SECTION 3. MARKETING STRATEGY	17
Marketing Mix.....	17
Customer Journeys	19
Social media.....	20
Advertising.....	20
Direct Marketing	21
This is the marketing of the taxi services directly to the customers, without the involvement of intermediaries, thus such strategy is to build a stronger, effective and more personal relationships between the taxi business and selected customers directly.	21
Digital marketing.....	21

Sales promotion.....	21
As the business is just started consideration will be given to this marketing strategy which would involves using temporary campaign or offering to increase the business interest by sales promotion techniques in giving discounts and loyalty cards which will eventually increase demand on taxi services.	21
SECTION 4:	21
Privacy and Data Protection	21
Communication Opt-Out.	23
Conclusion.....	23
Recommendation.....	23
References	25

Executive Summary

This report has covered four sections.

Section one: Developing of innovative unique Product or Service proposition.

Identification of the proposed innovative product or service which is passengers commuting service (Cab Service).

The application of various Models such as the (3G)Third-Generation-Stage-Gate Model and stages, including theory, Closed Innovation, VRIO (Value, Rarity, Imitability, and Organisation), STP (Segmentation, Targeting, and Positioning) and the inclusion of the SWOT and PESTLE analysis tools and the Marketing Mix.

Section Two: Covers E-Commerce to communicate or advertising the innovation and various payment systems.

Section Three: Marketing Strategy.

Section Four: Privacy and Data Protection

In addition, to evaluate, analyses, final conclusion and recommendation and closed by references.

Introduction

This report will be based on Development of innovative unique Product or Service proposition that will be of benefit.

Private Hire Vehicle (PHV) Mixed Fleet Firm is the identified innovative unique service which will be providing passenger commuting or transporting services within inside and outside London areas however, will benefit both passengers the community.

Justifying the author's choice of innovative service is that it has always been the interest in involving and to innovate such business because few years ago there was declining in passengers transportation and this has caused serious consideration that has led to this innovation.

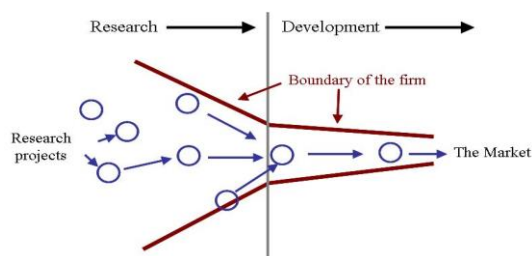
As the service will be operating inside and outside of London, which makes it very more unique and cater for City centre, club run, Suburban, Schools and Airports, however, using local knowledge will be of great help to identify business opportunities, because there could be certain areas or part of town that could be providing a steady stream of passengers which can be exploit very seriously, and also could identify another areas that are under or not well served by public transport, meaning that people would definitely would be in need of taxis. Similarly so, clubs and out-of-town pubs could also be useful in offering the potential for plenty of customers at night and during late night out. As a private hire vehicle firm, safety will be the top most priority, it will certainly be the case if working in a high-risk environment, like on some busy roads. However, to help keeping the employees and customers safe, all drivers, under this firm will definitely go through official training to assess their driving ability and skills carrying out such formal assessment meaning to ensure that all the drivers and customers are safe on the roads, thus will minimise the risks and holding any driver accountable personally for their actions and also a proper background check will be carry out on employees making sure that they have no criminal records including checking that they have a clean driving license.

However, the covid-19 pandemic altogether with the United Kingdom economic uncertain situations and unstable political crisis seeing the changing hands of three British prime ministers within four months in the year 2022, causes the United Kingdom currency, the pound sterling loses its value to the United States American Dollar and the Euros thus causes the stock market placing more demands on leaders in businesses to readjust their ways of doing things and far beyond, also including the uncertainty of the world economy due to the ongoing war between Ukraine and Russia which the transport industry have to

adapt to the rapid global changing economical circumstances (The Guardian, 2022). Post-Covid has induced technology to move very fast thus causing change of pace, therefore businesses has to embraced such change and to place customers at the centre of their businesses.

Models such as (3G)Third-Generation-Stage-Gate Model and stages, including theory such as the Closed Innovation, which is the creation of the most and best ideas within, and simply to win. In addition, another various tools will be use and they are: The VRIO (Value, Rarity, Imitability, and Organisation) they focuses on the internal metrics and resources that will influence the business' competitive advantage, including anything that could make a difference, checking and analysing the measures and success of the business or firm's resources and sustainability, STP (Segmentation, Targeting, and Positioning) helps in identifying targeted group, finds them and create communication that will make the competition unnecessary to other competitors, and the inclusion of the SWOT and PESTLE analysis tools as well.

Closed Innovation diagram.



(Rexon, 2023).

VRIO

Strictly focuses on internal metrics and resources that will influence the competitive advantage, positives that create and things that could make difference, nuance understanding of unique value and competitive ecosystem and in addition, must be able in focussing on resources that are possessed rather than strengths and creating solutions that are very tangible.

Value is the specific needs that will drive the firm's products or services and the capabilities of providing for the customers in order to be advantageous of, like the provision of vehicle commuting services which is very advantageous for customers to use at any time.

Rarity, checking the resources of the firm if they are available and how accessible they are for such competitive market, either running low in supply and in high demand. Example, if the business is running short of vehicles and cannot meet the high demand, thus reverting to their resources to adjust where necessary.

Imitability, is the ability the firm's competitors to imitate their products or services the vibrant ways that they are operating their business to be so different and successful.

Organisation or firm's internal analysis of the business' operation and the structure of creating a sustainable and success competitive advantages over rival firms.

The SWOT and PESTLE analysis tools explained below:

SWOT (Strengths, Weaknesses, opportunities, Threats) Looks at the internal strengths and weaknesses and the external opportunities and threats of the business thus helping assessment future opportunities which is based on the current position, including positive and negative portions of the business plans. Diagram below explained:

STRENGTHS: This can be a competitive advantage such as: 1. Location. 2. Low in pricing. 3. Superior in service quality delivery. 4. Best driving expertise.	WEAKNESSESS: Are the disadvantages such as: 1. Inferior location not easily aware. 2. An unrecognised brand. 3. Lack of research and development. 4. Overheads may run high.
OPPORTUNITIES: Opportunities here are: 1. Gaps left by failed competitors. 2. Tax change or regulatory. 3. A high-profile untouched areas (business opportunity).	THREATS: Threat could be: 1. New entrant into the transportation market. 2. Shrinking of the market. 3. Regulation changes that are not favourable. 4. Problems with the economy not stable.

Unicef, 2015

PESTLE Analysis

The PESTLE examines key external factors (Political, Economic, Sociological, Technological, Legal and Environmental) influence the business and can be use to guide business in making a strategic decision.

Political: such as environmental regulations; tax policy; political stability; trade restrictions and reform and tariffs.

Economic: considering the inflation and wage rates; cost of living; economic growth/decline; interest; exchange rates; minimum wage; unemployment (locally and nationally); working hours and credit availability.

Sociological: looking at the population growth rates; health and safety; cultural norms and expectations; age distribution; health consciousness and career attitudes.

Technological: the continual emerging of new technologies, example, artificial intelligence and robotics and changing rate itself is been increasing, thus will affect the business.

Legal: legislation changes that will impact employment; imports/exports; resources; access to materials; quotas and taxation.

Environmental: deals mainly with global warming and the increasing need in switching to sustainable resources as the vehicle business will be causing pollution due to emission from the vehicles; ethical sourcing (both local and national); pandemics and other emergencies including supply chain intelligence. (Unicef, 2015)

Analysing those factors, the business can assess specific risks to the transport industry and to make informed decisions.

Innovation refers to the process of creating something new and the outcome which is also of value, thus the whole process involves from the opportunity identification, ideation or invention to development, prototyping, marketing of product and sales, (Schumpeter). In addition, the capacity to adapt quickly by the adopting of new innovations such as processes, strategies, products, services and organisations.

New products or services are innovated and launched constantly at an increasing rate, causing innovation management gaining in importance and with the objective of improving

the efficiency and effectiveness of new service or product development. The (3G)Third-Generation-Stage-Gate Model (Cooper 1996, p. 472) which he strives for more flexible innovative processes. Third-Generation-Gate and Stages are less stringent and sequential and however, are rather giving guidelines than of strictest rules on how to operate and adopted to the level of managing risk inherent in a project processes and they are:

1. Idea Generation

The first step normally is to identify opportunities that will have the potential to bring in value to the firm or company because new ideas are always created during generating ideas, thus inspiration for new ideas can originate from an improvement of an existing idea, or sometimes something from the beginning. Example, the proposed innovation of Private Hire Vehicle Firm.

2. Screening

At times not all ideas generated are worth implementing, but however, screening helps to evaluate an idea and measuring its potential problems and benefits, as already mentioned above. Advanced idea management platforms will normally provide many evaluation methods such as the using of scorecards.

3. Experimentation

The experimentation stage, the idea is tested such as with a prototype or pilot test. At this stage the right idea is selected. But the questions are, will the customers accept it? approve the pricing? or will it suitable for customers?. they are taken into consideration.

4. Commercialisation or marketing

Commercialisation aims in creating market value for an idea by focusing on its potential impact. This step makes the idea appealing to the audience, such as by gathering one idea with other different ideas and also to clarify when and how the idea can be utilised, including data used or prototypes from experiments in demonstrating its benefits.

This stage of the innovation process focused the shifts from development to persuasion after the idea is been clarified and a business plan is then created and now will be ready for implementation. When its benefits are demonstrated and being specific about its usage thus will attract customers. The focus here focus is to increase product or service awareness, such product or service should be accompanied by serious persuasive approach. If reaching all this distance, it means that the product or service has survived all the previous hurdles or fights.

5. Implementation

Now the focus here is once selected the winning innovations, it is time to bring the reality and to build the idea which includes service or production, logistics, operation, marketing, selling, and the taking of feedback from consumer and then building relations with suppliers, customers, investors, government and so forth, to implement the innovation.

Main Body

Proposed chosen brand name will be "BERMONDSEYWILL CAB SERVICES", reason being, living in a local area is an advantage of branding or naming the business after that location, thus will help to be easily visible in online searches.

The creating of a brand name is a case of strong reputation and as a reliable effective service of the business including on the minicab website so people can quickly and easily discover the business online.

As an innovator of private hire vehicle firm operating with multiple vehicles otherwise, Mix Fleets, with hackney carriages undertaking private hire tasks alongside standard minicabs, the business will certainly benefit from the creation of such strong brand name. However, the market is competitive and standing out is very important.

STP Model (Segmentation, Targeting, and Positioning), using this marketing technique and to be successful the business need to focus on who the customers are, where to find them and how to position the business next to the competitors as already applied here where the required location must be paramount thus physical premises for the firm's operation should be established to make sure it is near or close to where the main customer base or resides, and also operating centre must be easily accessible to customers who are wished to walk in and make bookings, as this business is often brisk on Friday and Saturday nights, therefore an ideal private hire office in a town centre, close to bars, restaurants and entertainment venues, should definitely offer a premier location that will attracts for late night revellers as well as passing customers during the day time as well and also to call or book online. A small unit like premise is proposed to rent with enough office space for the dispatch and control team to start and then once the business is more established, purchasing a bigger unit might be considered.

However, proposing such innovative services, there are certain drivers to be considered for such and they are:

A. Pressure on finances to reduce costs not to spend too high or reducing costs too low that will affect the business's profits therefore more should be done with less finances and at the same time increase the efficiency in the operation. cars, licences, equipment as these are some of the items needed to budget for running mini cab service.

B. Considering migration should also be noted and valued because people migrate constantly and settled largely in a particular community or areas needing to commute around. Targeted customers are commuters, shoppers, tourists, travellers, business people travelling especially during the day, students particularly for late work after pub and nightclub closing times, and including other people going out in the evenings.

C. Increased competition The presence of Black Cabs, Uber cars and other private hire vehicles has increased competition in this sector. According to the Department for Transport, as of the year 2022, England registered about 260,700 licensed taxis and private hire vehicles (PHVs) thus causing a rise of about 10,000 compared to the year 2021.

Charging Fares

Rough guide showing taxi fares in London, minimum of £3.20 which is applicable at all times as shown below:

Distance	Approx journey time	Monday to Friday 05:00 - 20:00 (Tariff 1)	Monday to Friday 20:00 - 22:00 Saturday and Sunday 05:00 - 22:00 (Tariff 2)	Every night 22:00 - 05:00 Public holidays (Tariff 3)
1 mile	6 - 13 mins	£6.20 - £9.60	£6.20 - £9.60	£7 - £9.60
2 miles	10 - 20 mins	£9.40 - £15	£9.80 - £15	£10.60 - £15
4 miles	16 - 30 mins	£16 - £24	£18 - £24	£18 - £28
6 miles	28 - 40 mins	£25 - £31	£31 - £34	£31 - £34
Between Heathrow and Central London	30 - 60 mins	£49 - £92	£49 - £92	£49 - £92

At the end of passenger's trip they must pay that full fare displayed on their meter unless otherwise there is an understandable agreement.

Taxi drivers are obliged to accept any fare up to twelve (12) miles in distance or one hour in duration, provided the destination ending is within Greater London area.

If the passenger is picked up from Heathrow Airport there is an exception to this, in this case the driver must accept a distance of twenty (20) miles and in addition, journeys that start from Heathrow Airport will also incur an additional £2.80 charge.

Adding to that, if a passenger soils the taxi to the extent that the vehicle have to be taken out of service to perform cleaning exercises, the driver may charge the passenger an amount up to £60 as penalty. (TFL, 2020)

For Private Hire Vehicles, fares are usually agreed on by both the driver and passenger before the journey, because they are not subjected to the same regulation as the taxis, and they do not need a fare meter or conform to fare tariffs that are set by the council, whereas Private Hire Vehicle firm or driver are required to give an accurate fare estimation before starting of any journey with a passenger or to agree on a fixed fare thus fares are typically based on the distance passengers are travelling.

Operating outside of London, to be eligible for a taxi or Private Hire Vehicles licence in the United Kingdom application must be made to the local council. However, eligibility criteria such as the right to work, driving licence, character checks must be met.

On another hand, considering innovating a private hire vehicles firm away from local living area, outsider's perspective will be use to see where a taxi service could be the most helpful for commuters and making sure time will be spent in areas where it is potentially needed, and used during peak travelling times. As the service is also catering for Schools and children are involved therefore DBS checks will be enhanced which is a compulsory requirements for this particular service.

Vehicle Qualities to be purchased

Vehicles must be reliable, smoothly running with little maintenance which will be chosen to avoid chances of breaking down or if it happens must be very slim.

Safety, this is a serious thus the amount of time drivers spent in cars would increase the chances of being involved in an accident mostly very minor, so rigorously safety tested car must be chosen, the car will also have to be obviously deemed safe.

Cost, it is probably wise and sensible to start with a pretty much affordable cars most probably two or three but again depends on how much finance is available to spend across.

Number of seats must be take into consideration especially when operating in areas like clubs, schools and city centres where there are lots of passengers to attend to, making the possibility to able in transporting eight people.

Luggage spacing is essential and necessary to be picking up passengers with lots of luggage especially from the airport and shopping centre which then makes boot spacing is given a critical consideration when chosen a vehicle because it would not be wise to miss out on a fare if not enough space is available.

Automatic, avoiding gear changing too frequent it is wise to operate with automatic cars thus will offer a smoother and easier running experience and in addition more economical on fuel and eco-friendly.

Features, that is good and effective working in-car heating and cooling systems and a satellite navigational equipments installed or present will be available which is a good idea to ensure drivers can use to get them around from point A to B in the quickest possible time.

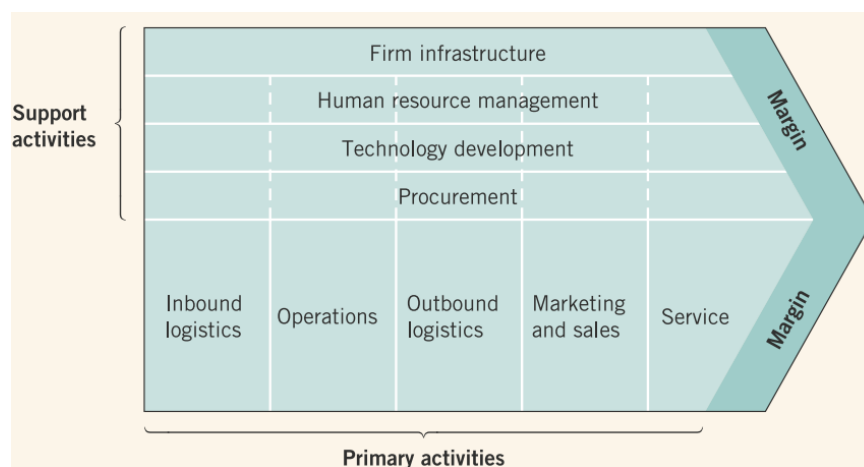
Engine Size, considerations on the size of engine and carbon dioxide (CO₂) emissions because if it is lower, the less VED tax to pay and also the economisation of fuel as prizes keep rising, therefore lower and good quality engine size will be wise, most preferable, petrol engine because operation will be entering around Ultra-Low Emission zone areas as well.

However, more time will be spend on the road and carrying a procession of passengers, because there is an increased risk, and therefore taxi insurance will be a legally required In general. However a number of factors that can contribute to how much taxi insurance needed to pay and they are: car size and insurance group, an estimated yearly miles driven, accessible features and security devices. (Startsup.com, 2022).

Competitive Analysis by examining various tools such as the Value Chain and the Porter's 5 Forces. diagrams describes below:

The Porter's Value Chain.

The Value Chain are of two activities , they are: Primary which directly concerned with the creation or the delivery of products or services. Support, this helps in the improving of the effectiveness and efficiency of primary activities.



(Rexon, 2023).

Porter's 5 Forces Analysis (1985)

Threats of New Entrants

Entry of new competitors in this transport sector brings in new innovation, newer ways of doing things and thus will put pressure on Bermondsey taxi to find ways of lowering their pricing strategy and these can force the firm to manage such challenges, hence build an effective safeguarding barriers for competitive position.

Bargaining Power of Suppliers

Some suppliers are in a dominant position to create decreasing margins of earnings in the market, they use their negotiation powers to extract higher prices from firms.

Bargaining Power of Buyers

Buyers are always very demanding for lower prices they regularly want to get the best offers that are available by paying out minimal price as possible.

Substitution risk could mean that potential customer could go and use another transport services rather than Bermondsey taxi firm.

Rivalry risk. There are a handful of taxi businesses, and a long tail of smaller players in the transportation industry.

SECTION--- 2.

E-Commerce, broadly speaking it is a new developed market business model movement platform designed to deliver services digitally to its customers, such as emails which are in three categories and are; Promotional, Transactional and Customer lifecycle emails whereby the business can use them to reach their customers. E-commerce also complements the existing retail stores and business to business channels. Thus, consumers are now demanding more today than ever due to the speediness of such on-line services.

Below is the proposed innovative business or firm's photo BERMENDSEYWILL CABS which will be mounted and display at the marketplace platforms such as: Website such as "WIX" is

one of the best chosen for creating a taxi or cabs business site and very popular, including Google, Ebay, Facebook and Amazon.

Market, The firm's contact name and address, telephone numbers, names of manager and secretary, website, vehicle names and registration numbers and including brief statement of the firm.



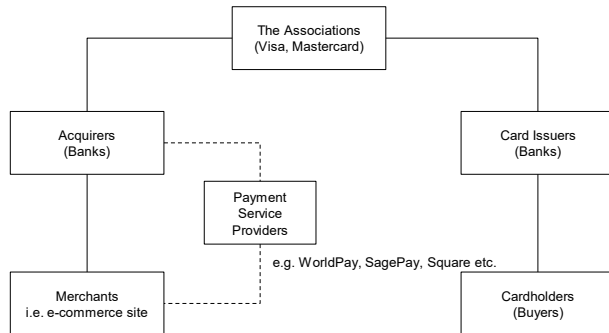
(Self diagram, 2023)

Payment System

Payments card system has been a requirement for London taxis business to accept card payments and provide printed receipts. Therefore approved card payment device must be install in the passenger's compartment, (TfL, 2016). Presently the modern taxi driver or firm cannot be relying all the time taking cash payments from passengers, because in reality, physical money are continuously losing ground in the payments space. Zettle card payment by PayPal for taxi drivers and high street bank cards, like Barclays, Natwest, HSBC, LLoyds, Santander Banks and so forth. To reduce the risk of criminal activities or fraud, any organisation that are processing card payments must surely comply with the Payment Card Industry Data Security Standard (PCI-DSS) in various ways:

1. Maintaining and informing of security policy.
2. Maintaining a high vulnerable management program
3. Implementation of stronger access control mechanisms.
4. Protecting the cardholder data.
5. Must regularly monitor and test all networks included.
6. Build proper and maintain good secured networks and systems.

Parties that are Involved in processing a Card Payment explains below:



(Rexon, 2023)

SECTION 3. MARKETING STRATEGY

Marketing

Taking into account of marketing this proposed innovative private hire firm, customer journey mapping plays an important role in such process, being that the business can easily target one prospect across many touch points when visited. For example, any customer who browses services or products on the website, example, Google search engine, social channels such as Facebook, Tweeter, Instagram and You-tube, interactions with marketing and sales team can be retargeted and contacted using of E-mailing with a social media advertisement at a later date.

Marketing Mix

The firm has innovate their products or services, they need to be marketed in various ways by the use of 7 P's marketing mix or channels and they are:

1. Product or Service

Customer cares about their product or service that they will benefit from and because of this their priorities are taken into consideration in making the services or products to be the best by the firm.

2. Price

This brings in revenue for the firm, it is vital to get the right price and not only to cover costs thus the firm need to bring in profit but will have to do some research information in order to know what customers will be willing to pay and gaining some knowledge of the demand for the products or services.

3. Place

Referring to place where customers make their purchase such as the firm's physical office, via websites or even through an application.

Promotion

This is all about the firm communicating messages to customers out there whichever way or stage they could get in touch to the customers' journey in generating interest, desire, awareness or action for the service. In other words, a way of raising notice and awareness and the telling of story concerning the brand and services in encouraging the engagement of customers.

People

The firm's people or drivers are always at forefront interacting with customers by talking to them face-to-face, or staff processing of enquiries taking bookings and attending to conflicts, complaints in person, through social media and online chat.

Process

The firm should ensure that the right services are delivered to the right customers and must be perfect, and also ensuring customer service follow-up to start the building of a customer relationship which is very valuable for future marketing activities.

Physical Evidence

Physical evidence which is the moment of true which provides tangible cues of the quality of experience the firm is offering the physical evidence of rendering service quality which must be illustrated at this point and must be very impressive in the customers eyes, such evidence is

therefore form part of the brand experience thus will be associated with delivering the service.

Customer Journeys

Customer journeys may seem very simple on the surface when product is offered and they buy it. Hence when closely looked upon, it is easy to see that the customer journey is now increasingly becoming more complex because at each or every stage in customers' journeys, they come across different types of information such as numerical that they process by using their own different strategies to make judgment. These relevant numbers may include price, product or service ratings, attributes, counts, budgets, numbers in brand names, information on health and nutrition, financial and time-related and so forth.

Every day expectations from customers' increased, with the average consumer now using many channels to communicate with businesses. All these complex touch points has created increased journeys for the customer making it somehow difficult to always ensuring a great customer experience. However, customer experience is important than ever.

According to research from Salesforce, (2020) the following results were confirmed below and they were:

1. 60% of customers in the United Kingdom expect the experience of customer to be connected.
2. 80% now consider their experience with a company to be as important same the as the services or products.
3. 69% want to talk with the business owners or representatives in real-time to fell more value especially in this taxi business.

All of the above are causing customers expectations to undergo a major transformation undoubtedly.

Customer journey mapping strategic approach is important, because it is a better way to understanding customer's expectations and same as for optimising their experience. However, mapping the customer journey has many benefits such as:

1. The creation of a logical order to the customers' journey.
2. It allows the business to optimise the customer on boarding process.

3. Benchmarking the customer experience desired by the customers against the services they actually received.

4. By the understanding the differences in customer's personas as they move from prospecting to conversion of using the service through the funnel.

Hence the biggest benefit for a firm is simply to understand their customers more, because the better their understanding and expectations, the more companies or firms can tailor the customer experience of their needs.

Marketing Communication Mix

Theory must be deployed in the taxi business to get the optimum advantages. The communications mix involves the tools needed to communicate to or with customers and also potential customers and it can be done through: (a) websites, (b) social media, (c) advertising, (d) direct marketing and (e) events. It must be effectively used in all areas in creating an integrated multi-channel campaign to get better results. (Kotler & Keller, 2009).

Communication between the cars and operation base is essential, so agreed discussion can be made of who is attending to what, the fare at what time. As the fleet will be using a radio system, the radio equipment must be licensed from The Ofcom licensing centre, because they are responsible for the issuing of operators with licenses to use radio equipment.

Social media

is always expanding which is very important for such taxi business and has changed the way business and we the people communicate because it is such a new tool and extremely cheaper than television or radio when it is done correctly and can be even more effectively vital. As this forms part of the direct marketing section of communications mix, it can also be used in retaining, advertising, and gaining customers, feedbacks can be gathered about services rendered and as a tool for customer service.

Advertising

Advertising covers radio, television, bill boards and posters, complimentary cards, magazines, newspapers and including any other avenues where the business pays for their messages to be conveyed.

Direct Marketing

This is the marketing of the taxi services directly to the customers, without the involvement of intermediaries, thus such strategy is to build a stronger, effective and more personal relationships between the taxi business and selected customers directly.

Digital marketing

Using this way is extremely cheaper; such as email and if done correctly can be even more effective than broadcasting to the masses through television or radio. One of the major benefits of direct marketing is its targeted approach.

Personal Selling

This is done through person-to-person communication usually face-to-face with a prospective customer it is a taxi business simply to develop relationship, communicate benefits, matching their services with those needed and identifying their needs. The aim of using such experience, communication and specialist knowledge skills are to inform and encourage customers to be regularly using or trying their service.

Sales promotion

As the business is just started consideration will be given to this marketing strategy which would involves using temporary campaign or offering to increase the business interest by sales promotion techniques in giving discounts and loyalty cards which will eventually increase demand on taxi services.

However, when conducting sales promotion it is also important to consider if it fits with the brand's image and whether or not, the sales volume will add up for the revenue lost.

SECTION 4:

Privacy and Data Protection

The GDPR (General Data Protection Regulation). rules and Data protection act of 2018

The European Union in 2018 enacted a new legislation to protect its citizens' personal data that will potentially affects every consumer brand globally which controls how ones personal information is being used by any businesses, organisations or the government.

The GDPR, the applied GDPR and this Act protect individuals with regarding to the processing of any personal data, fairly and lawfully as long as it is been consented or any

other specific basis and also inaccurate personal data must be rectified by the owner because they have the rights on the data and to obtain information about the processing of personal data.

It is the responsibility for everyone using personal data follow the strict rules which is called 'data protection principles' and thereby making sure that the information holds are:

1. Must be used in a way that is relevant, adequate and only limited to what is necessary.
2. All information should be accurate and kept up to date where necessary.
3. Responsibly, fairly, lawfully, fairly and transparently used.
4. Information must be handled in a way to make sure that appropriate security, including protection against unlawful or unauthorised access, loss, processing, destruction or being damaged.
5. They are used for explicit and specified purposes.
6. Data must not be kept for no longer than is necessary.

Some more sensitive information that needed stronger legal protection are mentioned here are:

1. Genetics.
2. Ethnic background.
3. Political opinions.
4. Sex life or orientation.
5. Health.
6. Religious beliefs.
7. Race.
8. Trade union membership.
9. Biometrics (for the use of identification).

The Data Protection Act allows individuals to have the right in finding out what information the government and other organisations holds about them, these includes:

1. Having to correct all incorrect data and updated.
2. Objection to how the data is processed in certain circumstances
3. Must be informed about the data how it is being used.
4. Accessing of personal data.
5. Restrict or stop the processing of one's data

6. Data must be erased when due.

7. Data must be portable (by allowing one's getting and reuse their data for different services)

In addition, individuals also have rights to know when an organisation is using their personal data for:

1. Profile, the prediction of someone's behaviour or interests.

2. Automation in making-decision processes (with the absence of human involvement).

Communication Opt-Out.

Mechanism will be provided enabling customers wishing to opt-out of further communications such as the option of closing their account and deleting totally their contacts details or information from the business' main database servers.

Conclusion

Post-Covid-19 mindset have set the pace of tackling challenges that the world facing now and has created more resilient for businesses and also causing the involvement in innovation of products and services.

However, having gone through the study and processes of how to develop innovation and creation of products and services for business advantage has gave the more knowledge and understanding for execution. The processes and requirement of tangible and intangible materials, marketing, E-Commerce and Privacy and Data Protection Act has opened and enlarged the knowhow of innovating products and services.

Recommendation

Since the business will be operating as a fleet, time will be spent on recruiting or hiring the right people to drive the vehicles and make sure that drivers:

1. Should have the correct relevant driving licences.

2. Permitted to work in the United Kingdom.

3. Do not have any record of criminal activities.

4. Completed relevant medical checks record and (DBS) Disclosure and Barring Services checks.

It is an offence if failure to comply which could cause both employers and employees falls into legal problem. Thus when hiring any employee, there must be a thorough background checks of the drivers employment history should any potential problems flags up that are not accepted.

GPS must be present as it is an essential part of an effective taxi fleet management, including vehicle tracking solution which will bring a huge benefits for the business, hence enables drivers to log in jobs and get directions and at the same time allowing fleet managers to manage vehicles, tracking driver's behaviour including engine use, braking and accelerating. Additional benefit in turn to avoid congestion charges, reduction in number of accidents, improve customer response times, accurate data collection and reduction on fuel costs.

Finally, The GDPR (General Data Protection Regulation). rules and Data protection act of 2018 and the Payment Card Industry Data Security Standard (PCI-DSS) must be taken very seriously in complying to all rules and regulations because failure towards such will lead to loses, damages and law breaking thus leading to imprisonment.

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