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Business Overview & Product and Services

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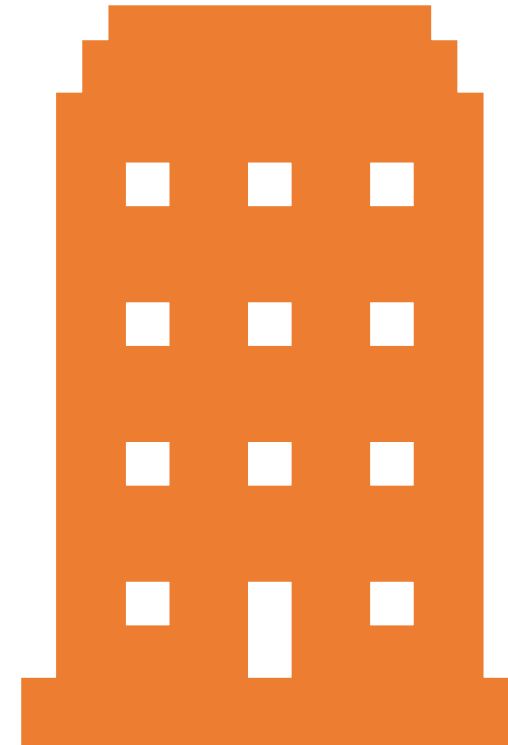
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(Gürel and Tat, 2017)



Introduction

- In this section this is going to cover the structure and base of the company
- The origin
- The founder
- Where it was founded
- Key workers
- Company History
- Locations and facilities
- And much more...

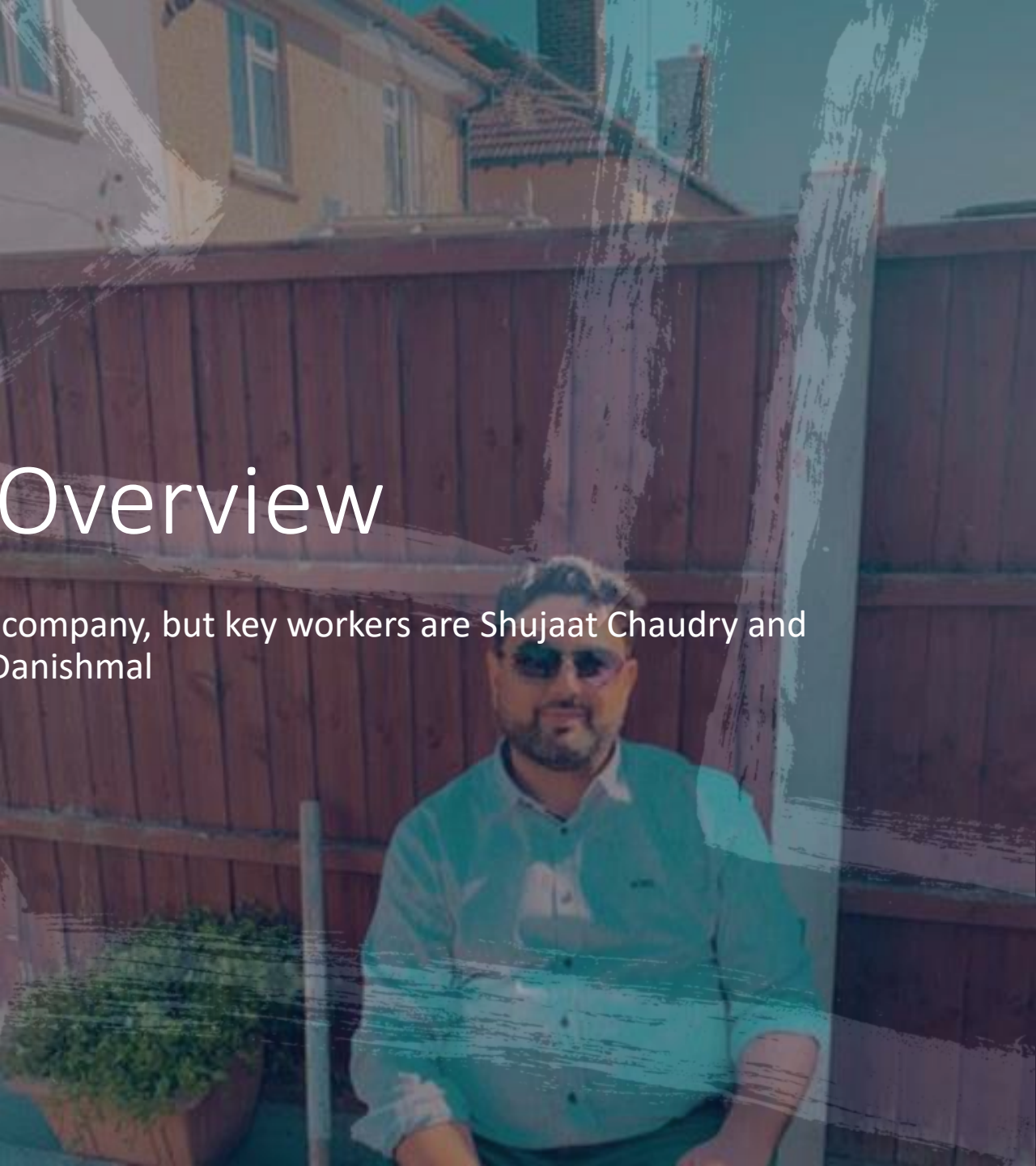


Business Overview

- Company brief overview: Transportation service
- Brief History of the business: It was Founded in 2007 by Muhammad Faheem Danishmal
- Legal structure and ownership: Founder owns 100% of it, full Hackney Carriage
- Location and Facilities: Based in Thurrock but will not limit ourselves to go further
- Mission statement: I'm working to launch an official Thurrock Taxi's App

Business Overview

- Management team: Faheem Danishmal runs the company, but key workers are Shujaat Chaudry and Siyam Danishmal





Product and Services

- We offer many services which other transportation businesses don't offer
- Such as picking up customers packages and delivering them to their doorstep
- Picking up your Medicines when you're not available and delivering them straight to you
- We also provide corporate accounts. To get your employees and colleagues from A to B.



Managing Enterprise in the 21st Century

Student
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Strengths	Weaknesses
1. Skilled employees 2. Effective management	1. Availability of finance 2. New in the market
Opportunities	Threats
1. Growth rate 2. Unhappy customers	1. COVID-19

Market audit



PESTLE Analysis

- **Political factors:** New rules of the government, travel ban, COVID-19.
 - **Economic factors:** Unavailability of funds, decreasing income
 - **Social factors:** Fear among people, try to not travel, COVID-19 (Soni, 2020).
 - **Technological factors:** Availability of advance technology, online booking, tracking etc.
 - **Legal factors:** Travel restriction and the penalty for not following the rule.
 - **Environmental factors:** Increasing awareness about the environment, try to use other transportation,
- 

Porter's five forces

Competitive rivalry (Strong)

Power of customers (Strong)

Power of Suppliers (Medium)

Threats of substitution (Strong)

The threat of new entrant (Medium)

Targeting strategy

Targeting strategy

- Niche marketing will be used by the organisation to target a specific group of customers (Setini and Caisar Darma, 2020).
- Middle-class people will be the main target.
- This strategy will enable to target a small group and ensures that the needs and wants of the group if fulfilled.

Target market specification

- **Age:** All age group with a special focus on 30-60.
- **Gender:** Male and female
- **Income:** Middle class
- **Lifestyle:** Active
- **Geographical location:** Essex
- **Preference:** Customer needs





BUSINESS PLAN

Marketing Plan & Management Team

By Filipe Selvatici

Student ID: 1921657 - Module Code: BMSW4006



MARKETING PLAN

- Importance of Marketing Plan in our Business Plan
 - Attract More Clients to the Business. Reach 100% Satisfaction.
 - Makes Sales easier
 - Doing in a master way it reduce the costs of marketing.
- Multi- Skilled Team are essential for the growth of the business.
- Types of essential Planning:



Management Team

- Refers to techniques, processes and tools to help coordinate a group of individuals working towards a goal.
- Highly Skills Professionals:
 - CEO
 - Site Managers
 - Private Driver/Lead Driver
 - Recruitment Officer/Marketing Sales (Call Centre)
 - Accountant/ Human Resources



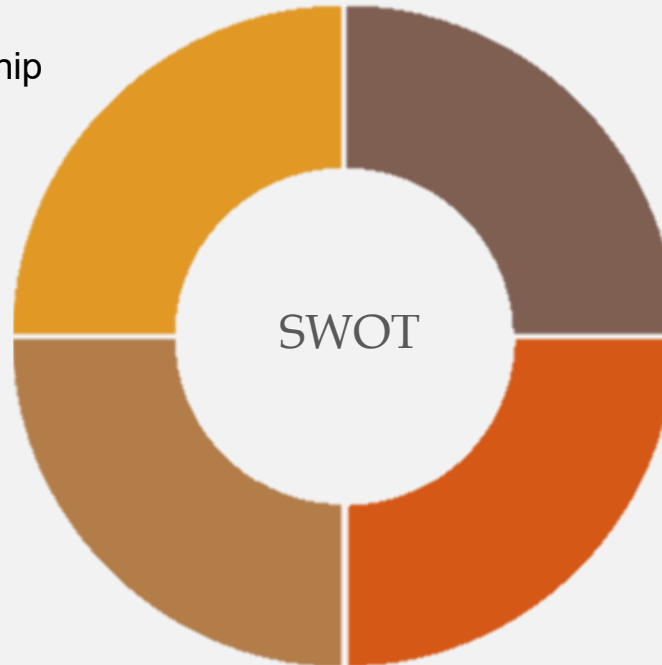
SWOT ANALYSIS

STRENGTHS

- Over eight years' experience in Private Cab Experience
- Creative and Innovative
- Over four years' experienced and endorsed leadership
- Company that takes risks
- Able to adapt and develop in arising circumstances
- Over minimum liquid asset reached

OPPORTUNITIES

- Learn new culture and rapport with entrepreneurs in the same industry
- Learn new routing systems, known for their ease-of-use .
- Opportunity of Rapid Growth in he market
- Innovative APP with better resourced than other competitors



WEAKNESSES

- New start-up amongst current uprunning businesses
- New to Transport industry
- Lack of initial reputation

THREATS

- Constant job market Competitors
- Constant fluctuation in customer demand
- Unknown location prevision
- Working with 2020 COVID Pandemic



Financial Plan

Dorothy

Funding Sources

- The business of idea of online taxi booking service requires funding to start the business.
- In this regards, sources of funding for the new business idea, Thurrock Taxis would be:
 - Personal Savings
 - Bank Loans
 - Crowdfunding
- Personal savings could be used partially for the business funding.
- Loans could be applied for the business based on the viability while crowdfunding could be used for funding business by raising money (Mustapha and Tlaty, 2018).

Business start-up cost



When developing a financial plan, it is important to source the funding and decide on the start up cost.



As a part of the new business idea on online taxi booking services, the start-up cost would be £100,000.



Some of the important particulars of the start-up cost would be facilities like rented taxi parking area, equipment like machines, car accessories, cars, telecommunications and computer systems, materials and supplies, fees and other costs.

Start-up Cost

	Cost (£)
Facilities	
Parking Lot Purchase	15,000
Initial rent	5,000
Equipment	
Taxi vehicles (5)	40,000
Car accessories	2,000
Machines and Tools	3,000
Computer, telecommunication & Software	
Human Resources (administration & drivers)	10,000
Materials	
Office supplies	1,500
Marketing expenses	2,500
Fees and other Costs	2,000
Total	80,500



Conclusion

- The financing mechanism for the new business idea would be based on three different funding sources.
- The funding sources includes personal savings, bank loan and crowdfunding
- The startup cost for the business is estimated to be £80,500.
- The financial projection for the first year is £147,332.

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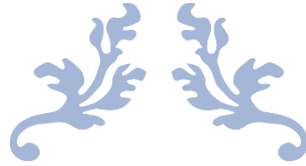
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MUHAMMAD FAHEEM DANISHMAL] STUDENT ID1922156



Business Plan Analysis

DECEMBER 2, 2020

MUHAMMAD FAHEEM DANISHMAL] STUDENT ID1922156

Introduction

Ivanisevic et al. (2016) defines the business plan as an extensively written document that under the analysis of marketing, sales and functioning ability, financial perspectives and cost statement, presents the nature prospect and future growth of the business. The business plan also effectively presents an estimated profit and loss assessment statement to guide company for future endeavours Harmon, (2019). The paper analyzes the nature, prospects financial growth, stability, and customer relation of the Thurrock Taxis to present the business plan to upgrading the provided services and launch a new facility of delivering groceries and medicines to the customers.

Company Description

Thurrock TAXIS is a reliable taxi services in Thurrock Lakeside that provides transport services in Grays, Aveley, Chafford Hundred, Tilbury, East Tilbury, North Stifford, South Ockendon, Purfleet, Corringham, Stanfod-le-Hope and many other areas of the Borough also covering the shopping centre at the lakeside. The Company provides reliable, timely, reasonable and affordable taxi and airport transfer services in the city. The services also includes rental services to visitors staying the hotels of the Thurrock for vacationing and business purposes including Premier inn, Orsett hall, Travelodge, Stifford Hall and many others.

Legal Form

The taxi services are licensed under the legislation and policy of the local authority that includes Unitary Authorities and Non-Metropolitan District, the Public Carriage Office, and the Department of the Environment England (London).

Target Audience

The Taxi service provides services in several part of the Thurrock borough including Grays, Tilbury, East Tilbury, Corringham, etc. Therefore, the people in these locations are target audience of the company. The borough is a densely populated borough with a population of nearly 157,500 with approximately 90,500 residential units. The borough is 70% covered by the metropolitan Green belt. It has seven conservation areas, 494 acres of industrial land, 19 ancient monuments and 239 listed constructed buildings. The borough is accommodated by 86% white population, 7.8% black, 3.8% Asian, 2% mixed racial and ethnic population and 0.6% other communities, as per the 2011 consensus (Statistics, 2015).

Products and Services

The Company has been serving in the cab and transport services for a good period, however, the company is looking for a new service direction that is delivery services for people of Thurrock at their door-step.

Service Description

The company is intended to serve the vast population of Thurrock Borough, of delivering groceries and medicines to their doorstep through online ordering services, who are unable to do the grocery shopping conveniently by themselves. Along with that the company also includes the service of delivering medicines with and/or without a proper prescription to the people in time of need. The service will work by online or on – delivery cash options, which will include payment for the grocery bought along with an additional amount to the service provider that will be the company's profit earned.

The company is further intended to develop and provide different packages and offers for the target groups on the basis of frequent use, loyalty of customers, location and grocery list. As the company is about to launch its mobile app services, the grocery services will be applicable through both online website and mobile app services. Furthermore, the company has been providing services, to the population, 24 – hours every week, the medicine and emergency services will also include the same service provision routine.

Competitive Comparison

There are several companies and businesses that have been providing grocery and medication delivery services to the people in London and other parts of the country. This includes Alton Courier, VAP Transport and many other grocery and super markets that provide same day delivery services. While other services, within the Essex County and London, most used for delivery of medicines and medical equipment also include Speedy and GW Courier services. These companies impose a good competitive edge to the company

Product/ Service Sourcing

The company is looking forward to develop multi – level partnership with several super markets, pharmacy stores, hospitals and grocery stores in different parts of the Borough to extend and ease the timely and same day delivery of essentialities to the public.

SWOT Analysis

The SWOT analysis is the acronym for Strengths, Weaknesses, Opportunities and Threats that are imposed to the company in adherence and maintenance of the services (Gürel and Tat, 2017). The SWOT analysis for Thurrock TAXIS is as follows;

Strengths

- The company has a wide range of followers and service users that increases its popularity among the people of Thurrock Essex and other parts of London.
- The Taxi services widely covers an extensive list of areas of the Borough that represents that the drivers are well – aware of the different streets, routes and locations of the city / borough maintain quick delivery edge.
- The Taxi service company provides a 24 – hour services all seven days in a week that makes it available to its service users extensively, providing required aid in emergency services effectively.
- Thurrock Taxi ltd. has an attractive user-friendly website that enables and would further ease the service provision regarding grocery and medicine delivery services

Weaknesses

- The Company does not have a mobile application to improve the use and accessibility of services
- The business idea is easy to replicate that may increase the level of competition of the company.

Opportunities

- With an extensive range of customers and service users, the right form of advertisement would help in enhancing and improving the business effectively.
- Using appropriate promotional packages on Facebook page would attract several customers to use the services.

- As the company is one of the initial taxi services providing delivery services in the borough, it has a greater chance of increased profitability.

Threats

- Lack of a portable and easy to use mobile app may hinder their service provision and limit people from opting the service.
- There are already several competitors courier services that are providing grocery delivery services in the Essex and London, this may hinder their profitability and business.

PESTEL Analysis

PESTLE analysis is the use of a descriptive process that helps companies to highlight and evaluate the big – picture of the environment of the industry. It allows business to understand and assess the several factors that may impact the profitability and progress of a business. PESTLE stands for Political, Economic, Social, Technological, Legal and Environmental factors (Perera, 2017). The PESTLE analysis for Thurrock Taxis is as follows;

Political Factors

- The company must fully adhere and follow the Delivery laws implemented in the UK (Moore and Newsome, 2018).
- The company must ensure that the labour laws are properly implemented and practiced (Mayer, 2014).
- The company must also adhere to the laws of use of internet for financial and commercial purposes (Gringras and Lambert, 2015).

Economic Factors

- The services must ensure appropriate pricing and fare charges to the customers
- The target should be people that are the frequent user of the services and those that often require to use delivery services.
- The app should be developed as earliest to increase the use and popularity of services.
- The company must advertise the services appropriately

Social Factors

- The proper functioning of service will be improving the customer relation and experience with company resulting in improved income generation.
- The service would effectively generate more job opportunities for people
- The service help in improving the health maintenance and adherence to social distancing during this pandemic time by reducing people's needs to go out of their homes.

Technological Factors

- The service makes use of effective vehicle services to assist people in the time of need effectively.
- Use of an effective mobile app will improve the access and use of the service
- An effective user friendly and easy to use website will also provide great assistance

Legal Factors

- Providing services to door-step and use of customer's personal information would require the company to ensure the safety and confidentiality protocols to improve customer experiences.
- Properly follow through and implementation of SOPs and safety protocol by the service providers and delivery persons must also be ensured.

Environmental Factor

- Use of vehicles that require minimum fuel consumption and does not increase environmental pollution
- Use of effective packaging materials that are recyclable and environmentally friendly.

Marketing Strategy

Marketing strategy is an extensively defined and outlined process and plan to increase the business and revenue by implementing different approaches and strategies in order to improve customer relation satisfaction and loyalty with the company to ultimately gain a competitive advantage (Perreault, 2018). The marketing strategy for Thurrock Taxis is as follows;

Strategy Pyramid

- Strategy: Advertise the commencement and provision of services among the target audience
- Tactics: Incorporate and enhance communication among the company that will ultimately increase the communication and spread the word about the services.

- Programs: Incorporate images on the cars that provide services, as well as on the website of the company.
- Strategy: Launch the service on online method through mobile app and the official website of the company
- Tactics: Adequately plan and organize the implementation programs and implementations effectively.
- Programs: Implement effective engineering tools and methods to develop the services.

Marketing Strategy and Positioning

Marketing strategies and aspects include analysing the business strategies employed to improve the revenue and functioning the business (Palepu et al., 2020). The company intend to provide the services all over the Thurrock Borough as well as other parts of London efficiently with the services available at every point of time i.e. 24 – hours – 7 days in a week.

Positioning Statement

The main priority would be to launch the services and mobile application within a short span of time so that customers can effectively identify and consider the upgradation of services. Furthermore, the services would be based on implementing and promoting safety precautions for customers during the on – going coronavirus pandemic to stay at home and get their groceries and medicines delivered.

Pricing Strategy

Utmost importance and adherence would be given to the pricing of the items. The goods would be delivered on the consumer rate set by the local authority while an affordable fair share

would be optimized for the company. the company intends to keep the initial fair prices low and provide with several attractive sale and promotion packages and deals to increase the customer likability.

Promotion and Advertising Strategy

The basic advertising strategy would be by spread of word of mouth. Improving the delivery as well as transport services would increase the customer services and satisfaction ultimately increasing the spread and discussion with friends and acquaintances further improving the use of delivery services. Furthermore, the promotional strategy would be through display on online website, display on cabs, distribution of flyers and brochures, email marketing and so on.

Website

The company's website would be the primary source of promotion and advertisement as well as providing the services to customers. The website would be upgraded to incorporate the list of materials, prices, information about location of customers, promotional packages and deals and cart services. The website would include the list of all the affiliated supermarkets, pharmacy and grocery stores. The website would provide a brief description about the services and delivery persons. It would, along with the mobile app, would have a tracking feature to know and follow the delivery person on package and stay up – to – date about the delivery procedures.

Marketing Programs

Marketing programs would employ relevant strategies and techniques to spread the word to people extensively and increase the use of services by the previous and new customers of the Thurrock Borough effectively, such as;

- Email and SMS marketing to the new and previous customers to inform them about the newly launched services.
- Effectively utilizing the word of mouth services to attract more users.
- Advertising the services on the cabs used of transport services as well as distribution of flyers and brochures among the public.
- Marketing through social media websites including Facebook page
- Launching several promotional deals to attract customers.

Financial Costs

Financial cost analysis includes evaluation of costs and investments in starting and maintaining the service effectiveness and adequateness (Bender, 2013). This includes investments on app development and website upgradation, recruitment of new staff specifically for delivery services, marketing strategy investments, financial and shares division among the company and partnering supermarkets and pharmacy stores, and so on. The financial cost analysis significantly includes analysis of cost and asset of start – up (Blischke., 2019)

Start - Up Expenses	
Legal	15,000
Marketing and Advertising	30,000
IT Related Investments	45,000
Collaborations with inventories and supermarkets	60,000

New recruitment of staff	20,000
Purchasing new vehicles	50,000
Start – Up Assets	
Cash required	160,000
Inventory management	-
Other current assets	40,000
Total assets	200,000

Conclusion

The paper has presented the business plan strategy for the launch of delivery services of groceries and medication related material to customer's door steps by a well – established transport services in the Thurrock Borough by the Thurrock Taxis. The business plan has included analysis and brief insight about the company description and prior products and services provided by the company. the company also evaluates the company's strategic position though SWOT and PESTLE analysis, while further evaluates the marketing strategy and positioning and financial costs analysis of launching the services.

MANAGING ENTERPRISE IN THE 21ST CENTURY

TERM 2

• **Student Name LOUAY ALSAYED-OMAR**

• **Student Number 1922056**

• **Module Title MODULE CODE BMSW4006**

• **Assignment Title: Business Plan**

Task 1: Business Plan: 2000 Words Per Member

Task 2: Online Group Presentation (Week 10)

• **Module Lecturers Name Syed Jaffery**

MANAGING ENTERPRISE IN THE 21ST CENTURY

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Summary

As a part task from our students group assignment I am writing about my two parts that include

In introduction I am writing about taxi service to the customers, market audit will help to understand the business effectively, target the correct customers then the following:

First part-Market audit SWOT analysis, PESTLE analysis, Porter's five force analysis

Second part-Target Market Targeting strategy, Target.

The market audit is showing that the taxi market has huge potential and Thurrock Taxi will be able to achieve success there. COVID-19 complicated the business environment and for that most of the extremal factors will have a negative impact on the organisation. The industry is very competitive, the customer has powers and there are services which can substitute the service of Thurrock Taxi. Niche marketing will be used by the business to target the market. People from all the age group both male and female will be targeted, it will initially operate its business in Essex and people who live an active lifestyle will be targeted by the business. The customer's group which Thurrock Taxi is selected to target will be the basis of the marketing plan.

Introduction

Thurrock Taxi will provide taxi service to the customers. To manage business effectively, the management of the business has to understand the market in detail. This will help the management to gather knowledge about the market in which the business wants to enter. The market audit will help a business to understand all the things which the organisation has to know. Taxi is not the way of transportation for all types of people and for that it is important to target the correct customers. This part of the assignment will analyse these factors, which will be the determinant of success for the business.

3

First part-Market audit (Market audit)

The market audit is the process which a business can use to understand the internal and external factors of the market that can affect the business. Thurrock Taxi must have to understand the market. COVID-19 is the most important factor which the business will have to consider.

Because of this, the revenue of the taxi companies will be reduced significantly. This will have a serious impact on the sustainability of the business. The industry will grow at a rate of 2.4%. The market size of the UK taxi market is £10 billion and more than 387033 employee's works in the industry (IBISWorld - Industry Market Research, Reports, and Statistics, 2020). The industry will grow after the pandemic is over. There are different tools which can be used for this purpose. SWOT analysis will be used to understand the internal environment of the business, PESTLE for external factors and Porter's five force for industry analysis.

SWOT analysis

This tool is effective for the business to understand the internal capabilities of the business. It is also important to know whether the business is suitable to enter the market or not.

Strengths: The employee base of the business is the main strength of the business. This will enable the business to provide service to the employee effectively (Gudmundsson, 2014). Most of the drivers of the business are experienced and that will reduce the chance of an accident.

Weaknesses: This is a new business about which the customers do not know. Attracting customers will be a problem for the business. Another weakness of the business is the availability of funds. Because of the pandemic most of the lenders are not willing to lend money.

Opportunities: The taxi market is growing at a rate of 2.4% and there are lots of customers who are not happy with the current services. This is a huge opportunity for the business to nestle in the market. The market trend is showing that the market will grow further.

Threats: COVID-19 is the biggest threat to the business. Because of its travel in the UK reduces so much and for that most of the taxi companies will have to suffer loss in this year.

PESTLE analysis

There is no way Thurrock Taxi will be able to understand the market without analysing the external factors which are affecting the market and PESTLE is an effective tool to understand external factors.

Political factors: The regulation which has been imposed because of the COVID-19 pandemic is the most important political factor to consider (Soni, 2020). In the UK travel was banned in March

and now the country is again in the state of lock down. For this, it will be hard for the business to operate.

Economic factors: Most lenders are not willing to lend money to the new business which will create a huge money problem for Thurrock Taxi. The income of the people decreases and the job of many people were cut. For that, it has a negative income on the people income. This may motivate people to take public transportation rather than a taxi.

Social factors: Because of the pandemic, in this year people mostly tried to stay at home. This will have a negative impact on the business because if the people do not get out then whom the business will provide service (Dam et al., 2020). The fear among the people is another important aspect which needs to be considered.

Technological factors: Availability of advance technology is a factor which is in favour of the business. There are apps which can be used by customers to book a taxi. The drivers will be able to find the location of the customers by using those technologies. This will have a positive impact on the business.

Legal factors: This factor is adverse to the business because the government introduces different types of travel rule. This will reduce the market of the business.

Environmental factors: People are conscious about the environment and for that started to use other means of transportation like a cycle which does not emit carbon in the atmosphere. This will also have a negative impact on the business.

Porter's five force analysis

This tool is for understanding the industry in which the business wants to operate. To understand the taxi industry Thurrock Taxi must have to use this tool.

Competitive rivalry (Strong): Companies like Addison Lee, GT Gettaxi and CityFleet etc. present in the market (Slavnic, 2015). These companies create their loyal customer base. Because of this, the competition in the industry is tight and to achieve success in the industry the business must have to perform very well.

Power of customers (Strong): The switching cost in the industry is low and there are companies which provide these types of service. This made it easy for the customers to choose from the alternatives and for that the customers in the industry is strong.

Power of Suppliers (Medium): There is a number of suppliers who provides the main requirement of the business which taxi. Because of this reason this force is medium for the business as the suppliers cannot increase the price.

Threats of substitution (Strong): There is an alternative service like public transport, private transport or others. Because of the pandemic, the use of public and private transport has increased (Commission, 2020). Private transport use increase because of COVID-19 risk and public transport uses increases because of the decrease in income.

The threat of new entrant (Medium): A business can enter into the industry by buying some cars and license. The amount of initial investment in the taxi business is not much. This can attract new business.



Figure 1: Porter's five force analysis

Source: Author

From the market audit of Thurrock Taxi, it can be seen that the business has the strength to enter into the market and there are lots of opportunities to achieve success in the industry. But the external factors are not in favour of the business because of COVID-19. The industry is also very competitive because of the presence of big companies like Uber.

Second part-Target Market

Target Market

Target market is the group of customers to whom the business wants to provide service. The business which is able to target the right customer group will be able to achieve success (Setini and Caisar Darma, 2020). This is related to business marketing because the marketing department will provide information to people based on the target market. It will not be possible for Thurrock Taxi to target all the people. Before setting the target market there few things which the business must have to understand.

Targeting strategy

The target marketing strategy which Thurrock Taxi will use is niche marketing. Taxi service is not for all the people. For example, the rich will not use a taxi and the poor do not have the ability to use a taxi. This means that the business will have to target a specific group of customers and the use of this targeting strategy will help the business to do that. The advantage which the organisation will get because using this strategy includes it will help the business to reduce competition because most of the taxi service provider target the whole market (Chakravarthy and Coughlan, 2011). It will be easy for the business to provide quality service based on the needs of the customers. As the business will focus on the specific needs of the customers for that it will also enable the business to achieve high customer satisfaction rate. But the problem is that the small market will have an impact on the business profit and the business might face the problem of change in demand. Nevertheless, it is effective targeting if used correctly.

Target

Thurrock Taxi will target the middle-class people. Research showing that this is the group which is interested in riding a taxi. Other specific about the target of the business is analysed below:

Age: People from all age group will be targeted by the business. This is because of the reason that this will help the business to evaluate its market. But the main focus of the business will be on the people who are in the age group of 30-60. Because these people have to earn to ride a taxi.

Gender: Both male and female is the target market of the business. The increasing participation of female in the workforce is the reason for which this group of people will also be targeted by the business.

Income: Middle-income people are the main target of the business. Rich people have private transport and for that these people will not hire a taxi. Poor people do not have the money to hire a taxi and prefer public transportation. For this reason, middle-income people is the right target for the business.

Lifestyle: The people who live an active life will be targeted by the business. This is because of the reason that this type of people will need transportation to travel one place to another. This will help to ensure that active people know about the business.

Geographical location: The business will primarily provide its service in Essex. The reason for choosing the location is that there is more scope for the business to achieve success.

Preferences: The business will provide service based on the need and wants of the customers. This means that customer preference will be the basis of providing service to the customers.

9

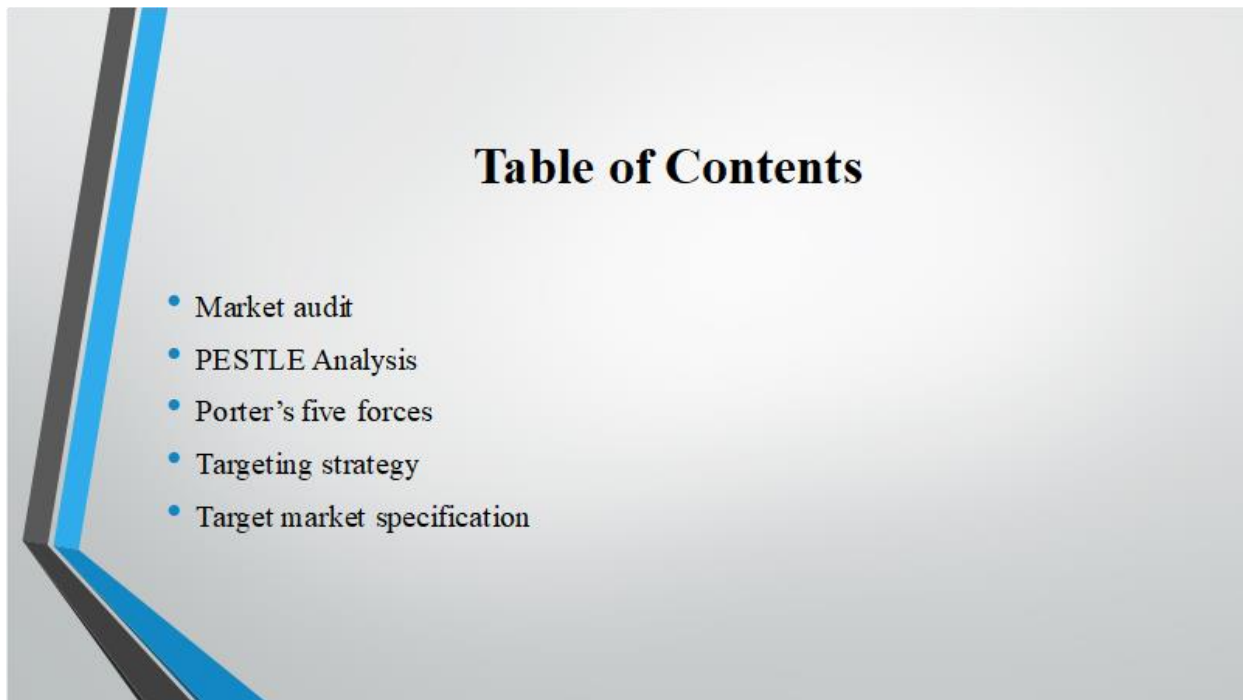
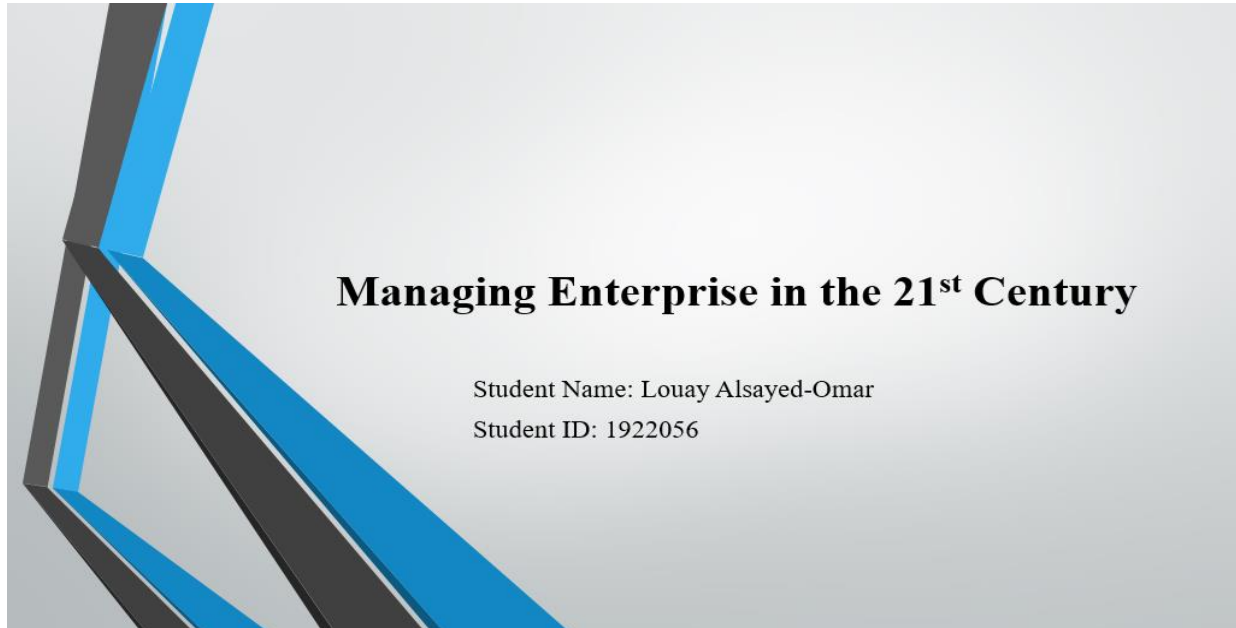


Figure 2: Target

Source: Author

There are factors by considering which the business will market its services. This will help the business to develop an effective marketing strategy to attract the middle-class people to the business. If the management of the business does not understand these factors then it will not be able to market the organisation service effectively and it will result in the failure of the business.

Appendix

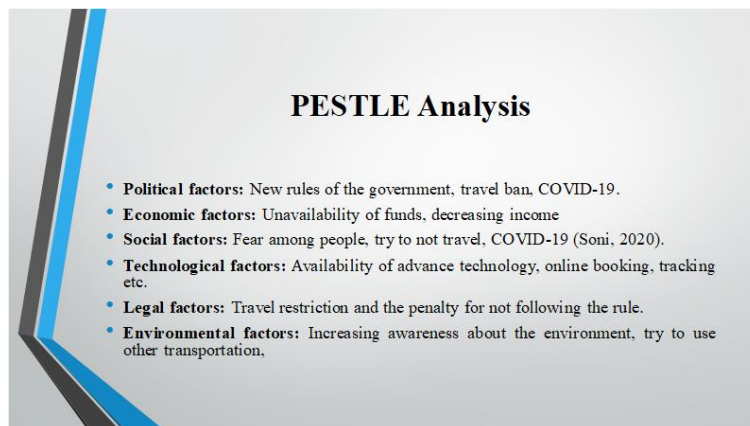




Market audit

SWOT Analysis	
Strengths	Weaknesses
1. Skilled employees	1. Availability of finance
2. Effective management	2. New in the market
Opportunities	Threats
1. Growth rate	1. COVID-19
2. Unhappy customers	

From the SWOT of Thurrock Taxi, it can be seen that the business has the potential to achieve success in the industry. The threats of COVID-19 must have to be considered very carefully. Thurrock Taxi must have to utilise its strength to achieve a competitive advantage in the market. Necessary action is action required to minimise the weakness and tackle threats.

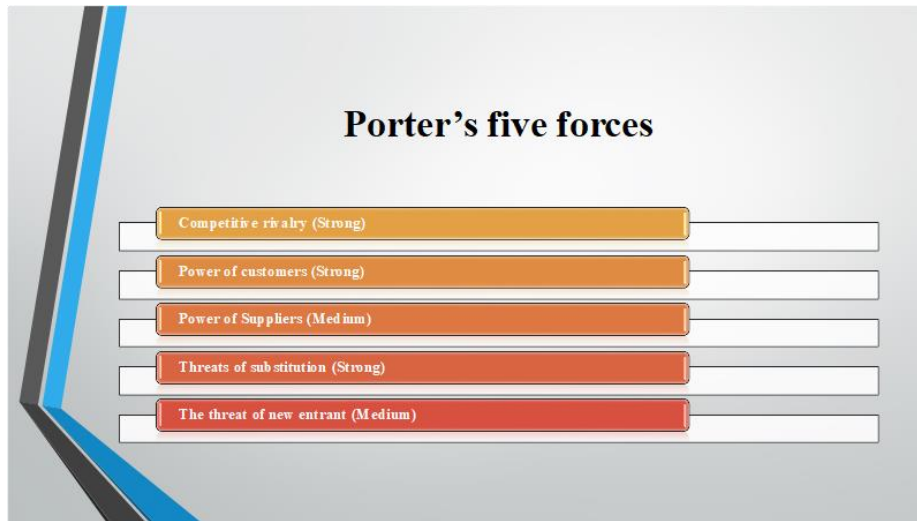


PESTLE Analysis

- **Political factors:** New rules of the government, travel ban, COVID-19.
- **Economic factors:** Unavailability of funds, decreasing income
- **Social factors:** Fear among people, try to not travel, COVID-19 (Soni, 2020).
- **Technological factors:** Availability of advance technology, online booking, tracking etc.
- **Legal factors:** Travel restriction and the penalty for not following the rule.
- **Environmental factors:** Increasing awareness about the environment, try to use other transportation,

From the SWOT of Thurrock Taxi, it can be seen that the business has the potential to achieve success in the industry. The threats of COVID-19 must have to be considered very carefully. Thurrock Taxi must have to utilise its strength to achieve a competitive advantage in the market. Necessary action is action required to minimise the weakness and tackle threats.

The external environment is not in favour of the business. Factors like politics, economy, social, legal and environmental will have a negative impact on the business. It must have to try to develop a strategy to tackle these factors so that the business can reduce these factors negative impact.



The taxi industry is very competitive because of the existence of big companies. Threats of substitution are the main threat to the business (Slavnic, 2015). There is a possibility that the customers will try to use alternative mode transportation and this may increase because of COVID-19.



The target marketing strategy of Thurrock Taxi is using niche marketing which is targeting a small group of customers. This is a new business and for that its marketing must have to be effective. Because of this strategy, the business will be able to target the right market which the organisation can serve.



Knowing about these specific will enable business marketing to develop the correct marketing strategy to provide information to the customers. This will be effective for the business to attract customers.

Certificate of Higher Education in Skills for the Workplace



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Managing Enterprise in the 21st Century

Module Code: BMSW4006

Student Name: Filipe Selvatici

Student ID: 1921657

Word Count: 1992

5. Marketing Plan

As part of the *Thurrock Taxis* business, we aim to be one of the best in transports and work alongside the biggest names in the transport industry, and we are relatively new to the industry.

With our hard work and business plan strategy in place, we are looking to create a name for ourselves and grow substantially within the field.

Applying the disciplines of Marketing Planning in our Business will provide a significant step towards the winning line. Marketing planning is a set of decisions that an organization has to coordinate based on planning and actions. It requires time and effort by everyone in the organization, especially by the management team. It's the whole systematic process we will be using to achieve a final goal, which is to win the competitors and improve consumers life (Wood, 2017).

Clients' Needs and Desires:

At *Thurrock Taxis*, we understand that clients have different needs and desires; with a team of like-minded individuals and a 'can-do' attitude, we are always looking for a challenge. We will work and plan alongside our clients to meet all their requirements and happy destinations. We will expand on proven to use strategies to improve them.

Six Months and Annual Marketing Plans:

As part of a team, we would focus on campaigns and highlights in action to take in a certain period, such as Meet and Greet, App Programming training, and Promotions. Producing paid marketing ideas could highlight promotion and advertisement in social media, leafleting and online digital marketing and in different channels by using different ways as Instagram, Facebook, Twitter, Local Newspaper, Google paid ads and may others maximizing profit.

We would also use New product launch to plan a roadmap for strategies to implement the APP to drivers and even clients to follow the route together and share their location.

Provide Safe road courses and commission-based work to allow drivers to work flexible hours and increase their income as they wish.

Location:

Thurrock Taxis understands that with thousands of competitors around the U.K., location is always favorable, being in central London and being a significant city work is still available and loyal clients can be kept by providing exceptional service throughout.

Services:

- We can offer an outstanding transport service to meet all the customer's needs in the utmost efficient way. With tracking systems, live updates, and customer feedback, it will allow a 5* experience.
- Providing an up to date APP easy-to-use allows flexible and quick service to all.
- Drivers would have 24/7 Maintenance and repair services assistance to be used with a discounted price for car repair.

Promotional Program:

- *Thurrock Taxis* can accept contracts on a PER ROUTE destinations or long travel destinations; this means more options for small or big groups and further discounts on referrals.
- Personalized route available with same-time price quote to avoid delays and quick quotation.

How do we compare with our competitors?

Thurrock Taxis is a new name in the logistics sector compared to others. In addition to our hard-work approach, we are confident that our customer service and the difference we can make a difference, at *Thurrock Taxis* all our customers are our biggest priority, with our Taxi Drivers having the latest tracking and alarm technology fitted in their equipment and safety measures implemented we provide refreshment on board, Free Wifi, Bilingual drivers, discount on tours, Free assistance on luggage and a friendly chat.

6. Management Team

Our philosophy is based on mutual accountability and respect among our customers and work colleagues. With a team's mission to build rapport with all, we will achieve this by effective communication, holding social gatherings, weekly meetings, and requesting feedback for improvement.

Business Structure

We will provide full time and part-time employees. Intend to start the Business with a handful of full-time employees (CEO, site managers, Controller / recruitment officer, and back-office staff), and some of the available sales and marketing roles will be handled by freelance marketers. We will ensure that we hire qualified individuals, hardworking, creative, customer-centric, and are

ready to work to help us build a wealthy business that will benefit all the stakeholders (the owners, workforce, and customers).

Roles and responsibilities:

- Chief Operating Officer / Director (owner)

Responsible for purchasing, dealing, orienting, training, coaching, counseling, and disciplining managers. Lead the development and implementation of strategic plans, sign deals and manage the success of the Business.

- Accountant

Responsible for planning financial reports, budgets, financial statements, market research, cash management, compliance with taxation legislation, and internal audit. Responsible for developing and managing economic systems and policies.

- Admin and H.R. Manager

Responsible for overseeing all administrative tasks such as job descriptions to bring clients, hold meetings for effectiveness of H.R. Policies, Procedures, and Processes. Keep personal networks; participate in professional organizations, and oversees the smooth running of the daily office activities.

- Site Manager/Controller

Responsible for operating systems for the taxi service, tracking driver and allocations, developing and confirming schedules, planning for and negotiating technical difficulties serving as a controller for the company working directly with drivers on call, ensuring effective e operation. Develop plans of action if something does not go right.

- Private Driver/ Lead Driver

Ensure pick-up and drop-off of passengers is done with safety and security. Comply with all training and CRB checks and valid license. Conduct inspections of vehicles and be fit to practice as heavy lifting of bags or future parcels is part of the duties. Connect with customers by phone to update them on arrival time if there have been problems or alterations to their estimated time of arrival. Express motivation and willingness to learn

- Recruitment Officer/ Marketing Sales- call center

Support the H.R., assist with social media marketing and other channels. Answer and have prepared quotations for possible coming jobs. Provide full information and bookings of routes. Document all customer contact and communication and represents in strategic meetings by also helping increase sales and growth.

- Material/ Maintenance repair Handler

Responsible for directing drivers and assisting them with the use of vehicles. Discounted price would be given for central repairs. This division will be staffed with specialists trained individuals for rapid response for road support 24/7.

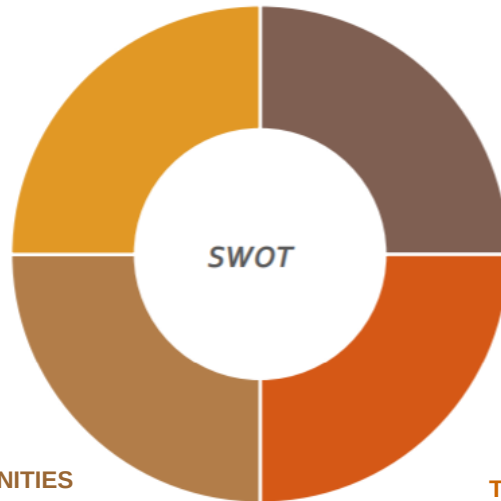
SWOT Analysis

STRENGTHS

- Over eight years' experience in Private Cab Experience
- Creative and Innovative
- Over four years' experienced and endorsed leadership
- Company that takes risks
- Able to adapt and develop in arising circumstances
- Over minimum liquid asset reached

WEAKNESSES

- New start-up amongst current uprunning businesses
- New to Transport industry
- Lack of initial reputation

**OPPORTUNITIES**

- Learn new culture and rapport with entrepreneurs in the same industry
- Learn new routing systems, known for their ease-of-use .
- Opportunity of Rapid Growth in the market
- Innovative APP with better resourced than other competitors

THREATS

- Constant job market Competitors
- Constant fluctuation in customer demand
- Unknown location prevision
- Working with 2020 COVID Pandemic

Applying SMART Analysis

The SMART analysis help our team to pursue a new path and consequently improve the performance of our service. Is it an essential tool that:

- **Specific** – Do what needs to be done.
- **Measurable**—monitor our progress and objectives.
- **Achievable** (or agreed) -the reality about our project, if it can be done.
- **Realistic** (or relevant)- Positive results and how to improve them.
- **Time-bound**, when is going to happen.

Thurrock SMART Action Checklist

Our team has put action plan to help theBusiness's growth; below is the sequence of the actions that will improve the service and development.

S - Specific: Improve Accessibility

Oversee	Update	Write
Coordinate	Upgrade	Process
Supervise	Develop	Provide
Manage	Create	Maintain
Plan	Implement	Reconcile
Support	Evaluate	Direct
Transition	Produce	Administer

Table 1, Management Team Actions Board.

This part requires to answer a list of questions based on the company objectives such as:

- 1. What are Thurrock outcomes?**
- 2. Is it clear what the objects mean to us?**

Both answers can be viewed in our first web page. Thurrock has clear information about what we provide for customers, which is a Taxi Service. However, still, the goal is to improve the accessibility to their services, so build, and the App is essential. See the page below:

Who We Are

TOP CLASS CARS. TOP CLASS SERVICE

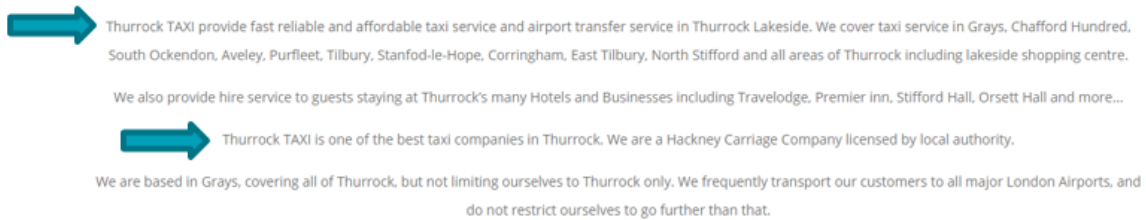


Figure 3, Thurrock Taxi corporate vision.

M - Measurable: Build an App

Only taxi service is not enough for our Business; it was considered the technology of today's world that we focused on making a Free App as part of the strategic plan to increase and reach more users. Building an App is possible for us, however, our limitation is that we have not developed the App yet as we are working together with developers and budgeting for the same level or even better App than other competitors.

Data collection:

DATA TYPES	DATA COLLECTION METHODS
Quality/accuracy rates	Automated reports
Amounts produced	Audits, tests
Revenue generated	Surveys
Productivity rates	Work products, samples
Customer Satisfaction	Other documents

Table 2, data collection.

See below our "Coming Soon App Banner":

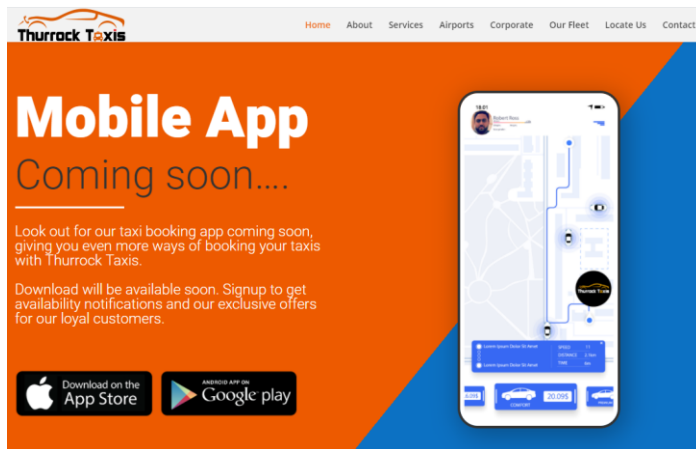


Figure 4, Thurrock is planning to launch a taxi app.

Adding New Services to the App

Our aim as a business is to include services that differ from the most significant competitors. A variety of services will be added to the App; an example is counting the Parcel Delivery where this is achievable and require a small team to manage it. Bellow is what Thurrock can do and is currently being developed:

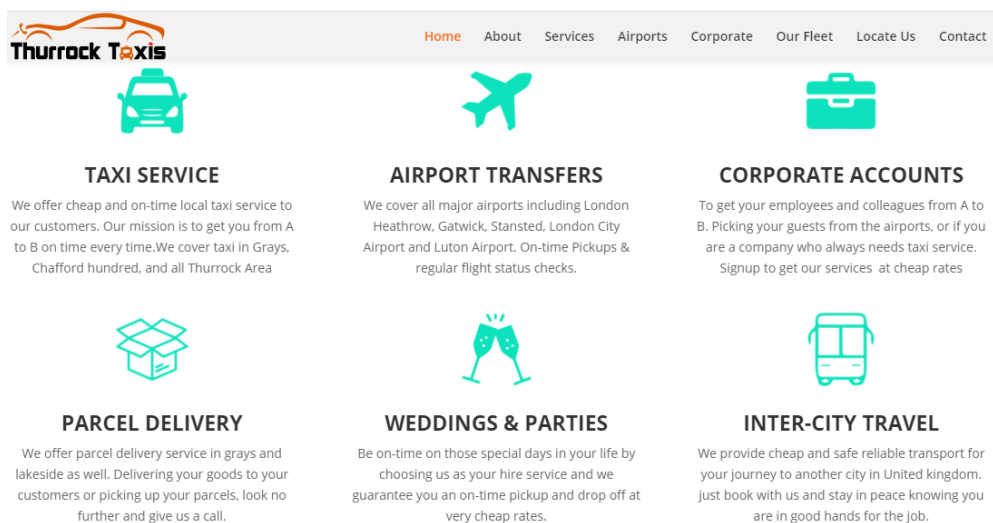


Figure 5, Thurrock type of services.

A- Achievable: how do you accomplish the goal?

We have a specialized I.T. expert to improve the App creating different icons and choices easily accessed in other languages. The breakdown functions can be broken down into:

- ✓ Drivers: will be responsible for the ongoing services.
- ✓ I.T. team: updates for the website and the App.
- ✓ Staff Team: looking after live booking and urgent issues.
- ✓ Management Team: decision-makers and develop a taxi app for technical documentation.

Finally, our management team is responsible for keeping things updated by looking daily for other types of new services included in the App.

R - Relevant

Users are currently switching more and more to app services. Thurrock will need to speed up the development of the App as the market has shown that services such as food delivery, massage companies, gyms, airlines, and others, are currently switching to app services. Therefore Thurrock fits the business model with the other now taxi services. Then will be able to offer different services such as parcel delivery in the App.

T- Time-bound

Our time frame to build the App takes up to 3 to 6 Months (Lastovetska, A. 2020). Realistic after board meeting and documentation and final budgeting, we will be able to complete the project and implement this new idea and offer on all Cell Phones Stores for Free. We aim to launch the App by the middle of 2021.

Sustainability And Growth Strategy

We will gain approval and win customers over to offer our transport services, ensuring timely and safe destinations with the best prices and excellent customer service investing hard on investment strategy and a correct business structure.

Thurrock Taxis will ensure that the right groundwork, structures, and practices are put in place to guarantee that our staff welfare is well taken. Our company's culture is designed to drive our Business to more significant elevation and preparation to the market of transportation. Our second main goal is to survive off its cash flow without the need for bringing finance from external sources once the Business is fully running. Profit-sharing agreement will be made available to all our managing work colleagues. It will be based on performance for two years or more, depending on experience and understanding at work. Placing all strategies in action and supporting our drivers and employees will help us succeed in this industry by being committed to helping us build an effective and successful business.

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