

**SUSTAINABLE COMPETITIVE ADVANTAGE OF
TAXIMONGER AMONG TAXI COMPANIES**

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DECLARATION OF ORIGINAL WORK

**WE, (AHMAD FIKRI AHMAD YASMIN),
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(MOHD ADNAN ARSHAD),**

Hereby declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degrees.
- This project-paper is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	v
LIST OF FIGURES	vii
ABSTRACT	viii
CHAPTER 1 INTRODUCTION	
1.0 INTRODUCTION	1
1.1 BACKGROUND OF STUDY	1
1.2 PROBLEM STATEMENT	3
1.3 RESEARCH QUESTIONS	5
1.4 RESEARCH OBJECTIVES	6
1.5 SCOPE OF STUDY	7
1.6 DEFINITION OF TERMS	7

1.7	LIMITATIONS OF STUDY	8
1.7.1	Time constraint	8
1.7.2	Data Collection	8
1.7.3	Sources of Information	9
1.8	SIGNIFICANCE OF STUDY	9
1.8.1	The Researcher	9
1.8.2	The organization	9
1.8.3	The University	10
1.9	SUMMARY	10

CHAPTER 2 LITERATURE REVIEW

2.0	INTRODUCTION	11
2.1	COMPETITIVE ADVANTAGE	11
2.2	WEB ADVERTISING	12
2.3	CUSTOMER LOYALTY	12
2.4	CUSTOMER SATISFACTION	13
2.5	SERVICE QUALITY	15
2.6	INNOVATION	16
2.7	HYPOTHESIS STATEMENT	17

ABSTRACT

The purpose of this study is to analyze the sustainable competitive advantages among TaxiMonger among taxi companies. This research used one type of data collection method which is primary data. Here, researchers use five independent variables that are web advertisement, customer satisfaction, customer loyalty, service quality and innovation, to identify the factors that influence the sustainable competitive advantage of TaxiMonger Sdn. Bhd among taxi companies. The primary data is collected from commuters who come to Kuala Lumpur, Sentral who has been chosen as the respondents of this research. Journal and any other information gathered from existing data and articles besides collected from the website and other internet sources. The implication of this study can be show on this paper illustrates a powerful, but simple and relatively inexpensive ways to study the sustainable competitive advantage of TaxiMonger among taxi companies. The originality of the major contribution from this study is to alert the competitive advantages of TaxiMonger Sdn. Bhd as the company becomes the first mover in the taxi industry.