



COMPANY ANALYSIS

GRAB MALAYSIA SDN. BHD.

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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**GOUP MEMBERS :**

- 1. HASLINDA BINTI RAHIM (2014892314)**
- 2. NURUL AIN ATHIRAH BINTI MUHAMAD  
(2014446388)**
- 3. NURFARAH HIDAYU BINTI ABD RAHMAN  
(2014401838)**

**LECTURER : PN. HJH. ZANARIAH BINTI ZAINAL ABIDIN**

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## EXECUTIVE SUMMARIES

Grab is a leading technological company that offers chauffeured rides transportation services varying from motorbikes, cars (5-seaters). Cars (7-seaters), and coach services in Southeast Asia, targeting both male and female varying from 18 to 50 years of age. It is discovered that Grab will have a competitive advantage over the competitors with efforts place into research and development of technologies that further enhance the current mobile application platform as well as many other factors that are elaborated in the report. Following which, the marketing department has come up with a new concept, introducing a new type of service with the incorporation of Grab's advance technology, and was tested repeatedly for months to tailor the service to suit the needs of the consumers. Grab provide car owner to legally transport public for a fee and it uses smartphone that provide to two of its main users which is driver and passenger to access into the application. The application is used by the driver to get information about who called him and same used to passenger to call driver. There are known problem about the application in relation to provide safety in both for driver and passenger. This report will further analyses about the stated problem above.

## 1.0 INTRODUCTION

### 1.1 Background Of The Study

This study is about Grab Malaysia's application. Grab is a company that provide convenience to legally transport the public from one point to another request point from the passengers. Grab also provide an application that give advantages for both drivers and passengers of the car at one time of services. The purpose of this case study is to analyse Grab in terms of driver safety and user safety. Both drivers and passengers are affected by security factors when any delivery service is in progress. Therefore they play an important role in influencing the quality of Grab services.

### 1.2 Problem Statement

Safety of driver and passenger is compromised because both of them has the right to be protected. For example the safety level for both driver and passenger may be threatened in an unexpected condition. Recent article on 2017 by Free Malaysia Today's (FMT) News, reported that a woman passenger have been robbed by an Grab driver which causes her suffered a miscarriage. This situation explains that drivers' safety is also likely to be threatened by various other problems such as robbery or rape cases. Same goes to passengers, they also have the possibility to be attacked by the driver. For instance, an article by Malay Mail Online, 7<sup>th</sup> June 2017, reported that an Uber driver landed in hospital after he was beaten up by a group of more than 10 angry men for allegedly molesting a passenger. From the following scenario, it is clearly show that safety for both driver and passenger should be taken care seriously so the same undesirable incident will not repeated in the future. This study are focusing on two aspects;

1. To evaluate how the Grab application can be used to increase safety of both driver and passenger.
2. To make recommendation to ensure safety of driver and passenger is enhance.