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COMPANY ANALYSIS OF GRAB

FACULTY : FACULTY OF ARCHITECTURE, PLANNING AND SURVEYING (FSPU)

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CLASS GROUP : AP248 5A

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1. INTRODUCTION

1.1 BACKGROUND OF THE STUDY

- The Grab app assigns driver who are registered under the grab app nearby commutators through location-sharing system.
- It also provides other services such as grab taxi/ grab bike/ grab car(economy)/ grab car (premium)/ 7- seater taxi/ Grab XL
- The Grab app is for making booking a driver much easier.
- The company make money by taking a cut of the booking fees

1.2 PROBLEM STATEMENT

- Abuses towards the passenger as well the driver have been reported throughout the services
- Safety of the driver and passengers

1.3 PURPOSE OF THE STUDY

- To improve the safety issue of Grab
- To expand the services of grab

2. COMPANY INFORMATION

2.1 BACKGROUND

Grab (formerly known as **GrabTaxi**) is a Singapore-based technology company that offers ridehailing and logistics services through its app in <u>Singapore</u> and neighbouring <u>Southeast</u> <u>Asian</u> nations such as <u>Malaysia</u>, <u>Indonesia</u>, <u>Philippines</u>, <u>Vietnam</u>, <u>Thailand</u>, <u>Myanmar</u>, and <u>Cambodia</u>. The Company is focused on pioneering new commuting and payment alternatives for drivers and passengers with an emphasis on speed, safety, and reliability.

2.20RGANIZATIONAL STRUCTURE

Board	N-1	N-2	1.0.0
CEO Anthony Tan	President >	Engineering	>
Co-Founder HooiLing Tan	CTO & Engineering	Engineering, Seattle	>
	Thailand	Mktg Strategy & Operatio A.o.To.	>
	Thailand	Marketing, Singapore 8 B	>
	W T Y > Marketing	Product SP.u	>
	<u>C G</u>)	Product	>
	Business Solutions	CTO, GrabPay	>
	HR <u>C Y O</u>	GrabPay Indonesia	>
	Product	Deputy Managing Director	>
	Regional Operations	Transport, Indonesia	>
	Strategy & Insights	Marketing, Singapore	>
	Corporate Finance	Data Science K w L	>
	GrabPay	M&A & Investments	>
	Indonesia	Strategic Com MS	>
	Burker	Special Projects <u>C Y</u>	>
	Singapore		