UNIVERSITI TEKNOLOGI MARA

Grab

COMPANY ANALYSIS OF GRAB

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

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CLASS GROUP   : AP248 5A

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CONTENT

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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 ride-hailing and logistics services through its app in Singapore and neighbouring Southeast Asian nations such as Malaysia, Indonesia, Philippines, Vietnam, Thailand, Myanmar, and Cambodia. The Company is focused on pioneering new commuting and payment alternatives for drivers and passengers with an emphasis on speed, safety, and reliability.

2.2 ORGANIZATIONAL STRUCTURE