



اَوْنِوَرَسِيْتِي تِي كَوْنُو لَوِي كِي مَارَا
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MARA

ENT 600: TECHNOLOGY ENTREPRENEURSHIP

TAXI APPLICATION (SUNTAXI)

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PROGRAMME: BACHELOR OF SCIENCES (HONS) PHYSICS

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1.0 Product description

1.1 Introduction

Based on what we observed, the Taxi industry faces with huge problems in getting the customers. So, our team had chosen to create an application for Taxi in Malaysia to improve the Taxi's efficiency and security. People complain about the less availability of Taxi and indiscipline of Taxi's driver. They are also keep complains as they need to wait so long in order to ride a Taxi. Moreover, to reduce the mentality of Malaysian about the statements, we are planning to create the application to benefits the people thus it also can help in solve the problems. This application also provide with all the facilities that meet the customers' need and they can choose either they want to ride Taxi Motor or Taxi Car.

1.2 Purpose of development

The purpose of the product development are as follows:

- To dominate the Taxi market in Malaysia
- Rise up the rate of economy in business
- Improving the industry of public transport

1.3 Product concept

- A way for passengers in easier book for a ride and communicate with their driver.
- For driver to pick up and drop off the passengers easily by knowing the exact passenger's location.

1.4 Application

1.4.1 Functions

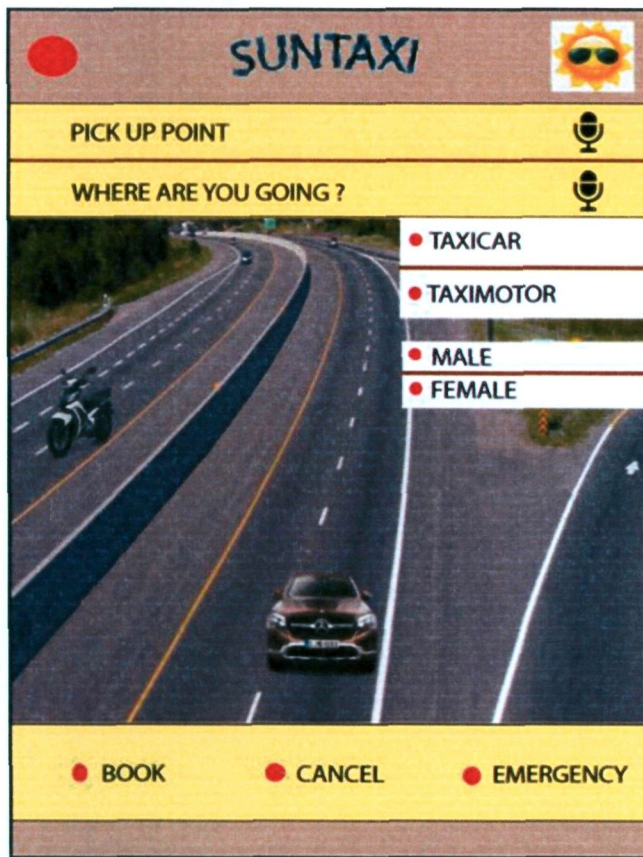
- Allow the passengers to choose a ride that suits with their economic price by knowing the rate fees that state on the application.
- To saving the passenger's time while waiting the driver, because the application provide the time of driver arrived.
- To provide facilities to the customers, by book a ride from the application.

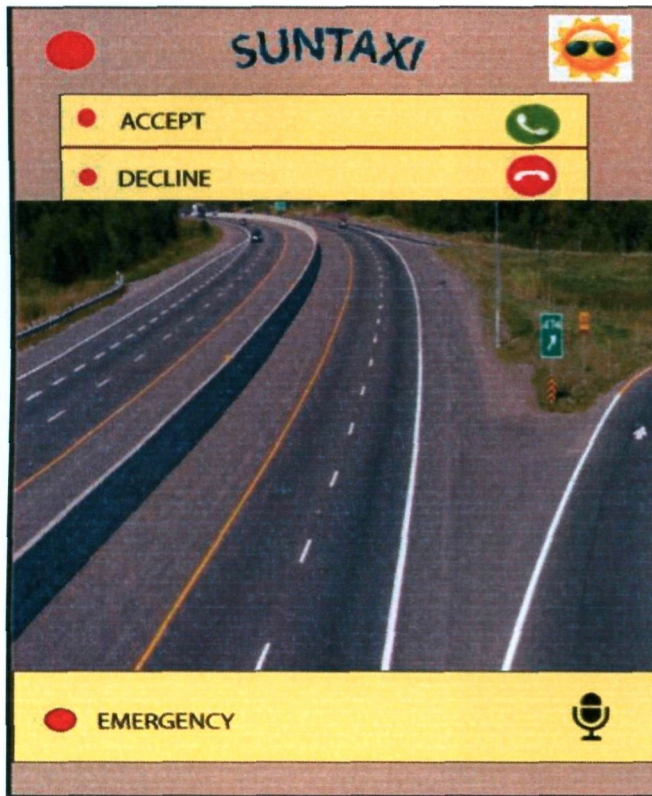
1.5 Unique features

The uniqueness of the product for availability in Malaysia market consists of:

- Drivers have certificate from the government
- Provide two option, which is Taxi motor and Taxi Car service in one application, so passengers can choose wither one
- Provide emergency button if anything happen

1.5.1 Pictures description





Show the emergency button .

