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UNIVERSITI
TEKNOLOGI
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TECHNOLOGY ENTREPRENEURSHIP

SUNTAXI APPLICATION FOR TAXI MALAYSIA

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EXECUTIVE SUMMARY

This report is about New Product Development (NPD) which is the team needs to create a new product or innovate an existing product. The team decided to create an application for Taxi Malaysia which is called SunTaxi to enhance the consumers of the taxi. The preferable target market is between 20 to 40 years old as they known as an active people. The application will be developed base on the idea generation, idea screening and market survey provided in this report. For the idea screening, the team decided to create an application that provide high efficiency and security of the taxi, fixed and reasonable price and audio technology as the medium of the communication. Market survey was conducted among UiTM student who most of them are the active Grab users. As the concept testing, the team used verbal description to describe how the SunTaxi works. Last but not least, the team estimated that the test marketing will be conducted minimum for six months to observe the function of the application.

1. INTRODUCTION

1.1 PROBLEM STATEMENT

Nowadays, taxi industry faces with big problems to get the passengers due to the increasing of GrabCar. People complain about the availability of taxi and indiscipline of Taxi driver. Some drivers refuse to use taximeter, so it is resulting to the irrational fare although they travel in a short journey. Some of them do not want to send their customers because they do not master the location. Drivers still use an old-fashioned techniques to get the customers like waiting at the roadside of the shopping mall or waiting the customers call them as their numbers have been written at the outside of their taxi. Somehow, passengers keep complaining as they have to wait too long in order to ride a taxi.

1.2 METHODOLOGY

After gathering all the issues above, the team is deciding to create an application for Taxi Malaysia that includes TaxiMotor and TaxiCar services in one application. Also, the team creates this application with an improvement of Taxis' efficiency and security. Although they still have to compete with GrabCar but it is a way to enhance their services to customers. The application will include all the facilities that meet the customers' need and they can choose either they want to ride TaxiMotor or TaxiCar. They do not have any problems to use the application as all the features are in 3D,all the directions will appear clearly and passengers can voice their location through the application. The application is called SunTaxi that can easily install from Google Playstore or iOS.

1.3 LIMITATION

The limitation of this SunTaxi application is that the location will not be directed accurately if drivers have poor connection of the internet. In addition, this application is mainly followed Taxi services and they do not give any rewards to the passengers like GrabCar.

2. NEW PRODUCT DEVELOPMENT

2.1 DEFINITION

The SunTaxi application is a new application for Taxi Malaysia that mainly created to increase their customers and to transform from old-fashioned technique to get the passengers. SunTaxi application provides the license and certification of the driver as a proof that Taxi industry have government certification that compulsory to all the taxi drivers to have them, this is subjected to the high security as we mention earlier. In this application, passengers can choose their drivers either female or male. They can choose to ride TaxiMotor or TaxiCar. TaxiMotor is suitable for people who do not want to face traffic jam, so it is more time saving. For the pick-up point, people can voice their location through the application and it will appear at the pick-up box. Instead of using taximeters, the fare is calculated by this application and the shortest distance only cost RM3. There is no additional charge because the fare is already fixed and the drivers responsible to follow the stated price, so the issues about the drivers refuse to use taximeters can be avoided. The payment for their ride can be made by using TouchnGO, Debit or Credit card and cash.

2.2 CLASSIFICATION OF NEW PRODUCT DEVELOPMENT

This product is completely is an improvements on existing product with better features that ease both taxi drivers and passengers. This SunTaxi application is not new to the marketplace because in marketplace we already have GrabCar. This application is an innovation from the GrabCar application with a functional enhancement such as all the features are in 3D and people can use voice note to enter pick-up location that different from GrabCar as GrabCar only use messenger method only. It reduces time waiting of the customers to get the taxi. In this application, the drivers do not have any problems to drop off their passengers at any places because it shows clearly figure of their location. By using SunTaxi application, taxi drivers do not have to use old-fashioned technique in order to get the passengers like waiting at the roadside of shopping mall or wait people to call them first. As this application is used for public transport, so the financial rewards as cost reduction will be notified when there are special days such as Independence and Labour Day. Because of this application is an innovation, consumer perception is more important in order to stabilize it in the marketplace.

2.3   NEW PRODUCT DEVELOPMENT PROCESS

2.3.1   RESEARCH AND DEVELOPMENT

- Idea generation

    According to New Strait Times written by Jalil Hamid (2016) stated taxi companies were facing problems due to indiscipline drivers, overcharging fare and poor services.

- Idea Screening

    Our team has developed some ideas which are:

    I.   The SunTaxi application provides high efficiency and security to the passengers.

    II.   The SunTaxi application provides fixed and reasonable fare.

    III. The SunTaxi application is providing audio technology to ease drivers and passengers to communicate.

    Our team had decided all the ideas above. It is because the team want to develop the application with high effectiveness.

- Market survey

    It was conducted by the survey among UiTM student as they frequently use the public transport. The results show below is their choice about why this application needs to be created.