

Taxi Center Proposal

Prepared for

Attention Mr.



Pioneering new services in the global VAS (Value Added Services) is our goal. Serving your needs and achieve your satisfaction is our must. We have the pleasure to be your dynamic, creative & reliable vendor in subject "Innovative GSM Solutions".

Overview:

Cairo Call & its mother Company **Starware** are focusing on using the technology and mixing multiple solutions to satisfy your current and future needs.

In today's world is a Taxi ordering a small dilemma, while you order a Taxi to get faster & closer to your target location, you have mostly to wait 30-60 minutes!! BUT now we are offering:

Taxi Center

Which is very promising to be the mile stone in this sector locally.

This service was missing in our Egyptian and Arabian Market, where it is a daily practice in the USA and Europe since years ago.

Why Cairo Call?

- We are a group of three high tech companies under one ownership and with a high level of internally cooperation and flexibility.
- We are the next big SMS vendor in Egypt directly after "Vodafone, Mobinil & Etisalat".
- We have huge databases, like:
"All land lines, nearly 9 millions", most Brands' customers in Egypt.
- Most of Egypt's well known brands are our recurring clients (by the mother company Starware)..

The Idea:

In some countries it is not allowed to have an online tracking system due to some security reasons, and Egypt is one of those countries.

We offer here a solution using the well known Blackberry specially its features of GPS & Internet. We provide your firm with our software and big screens (one for each district). Further we offer the call center service as well with our highly trained team for this service.

All joint vehicles will have this mobile from your shops for the regular price you're offering and with the normal monthly subscription.

The guest will call your Taxi Center (you may collocate this service by CairoCall) and gives his data (Name, mobile, Location, Target Location).

The Call will be redirect to the specified 'Call Center Agent' for this district using the smart network.

The Call Agent will call the nearest Taxi, and the next.. Until any nearest possible driver accept the order call.

With this acceptance the subscriber (taxi driver) will pay you a fixed amount as a commission for this order (say: 1 or 2 LE.) which will be deducted from his balance.



Features & Benefits?

- This service can be used only for Etisalat subscribers.
- We can deliver our software with special customized features, like monitoring the vehicles and calculating the distances and the real km's for each Taxi without physical checking by the car.
- It is in some aspects secure, because we have some data about the customer, the driver, the trip history and the current location.
- Recurring customers don't need to give us all the data each time.
- You can use the waiting time for advertizing.
- Excellent survey tool, where you can measure and collect some data history for much better organizing of the whole project in the next phases.
- Last & main benefit:
 - ✓ According to this data history we can manage **where & when & how many** Taxis should be in every place. So, we can give a piece of advice for each driver via a free communication portal, where the driver can see how many Taxis more can be needed in any district to that time.
 - ✓ This way we can offer the driver, not to take a blank touring, but to standby waiting our orders in the best position available..
 - ✓ Further we can organize special Taxi parkings in cooperation with the City Council.

We hope that our proposal can meet your requirements. Please don't hesitate if you may have any comments.

Best Regards,
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