

# COMPANY PROFILE



# Our Company

MerrTaxi operates in the public transport market since September 2011. Even though a relatively new company, MerrTaxi achieved within a short time to consolidate its position in the market, being today the biggest taxi company in Tirana with a fleet of 30 cars, which crosses approx. 6000km (3730 miles) every day, covering every corner of the city.

Our taxis operate 24 hours a day, 7 days a week, 365 days a year in the city of Tirana. All vehicles are Mitsubishi Lancer, year 2010 - 2011, 1500cc gasoline & gas operating engine, purchased by MerrTaxi with 0 km. Our vehicles are designed to offer comfort to the passengers but also efficiency in the consumption of fuel. All vehicles have 4+1 seats, equipped with GPS system, taximeter, radio, air conditioner etc









# Innovations of MerrTaxi

Arrival in the destination requested by the customer with no additional charging. Initial fee of 250 L, the lowest in the market.

Free of charge contact number 0800 55 55.

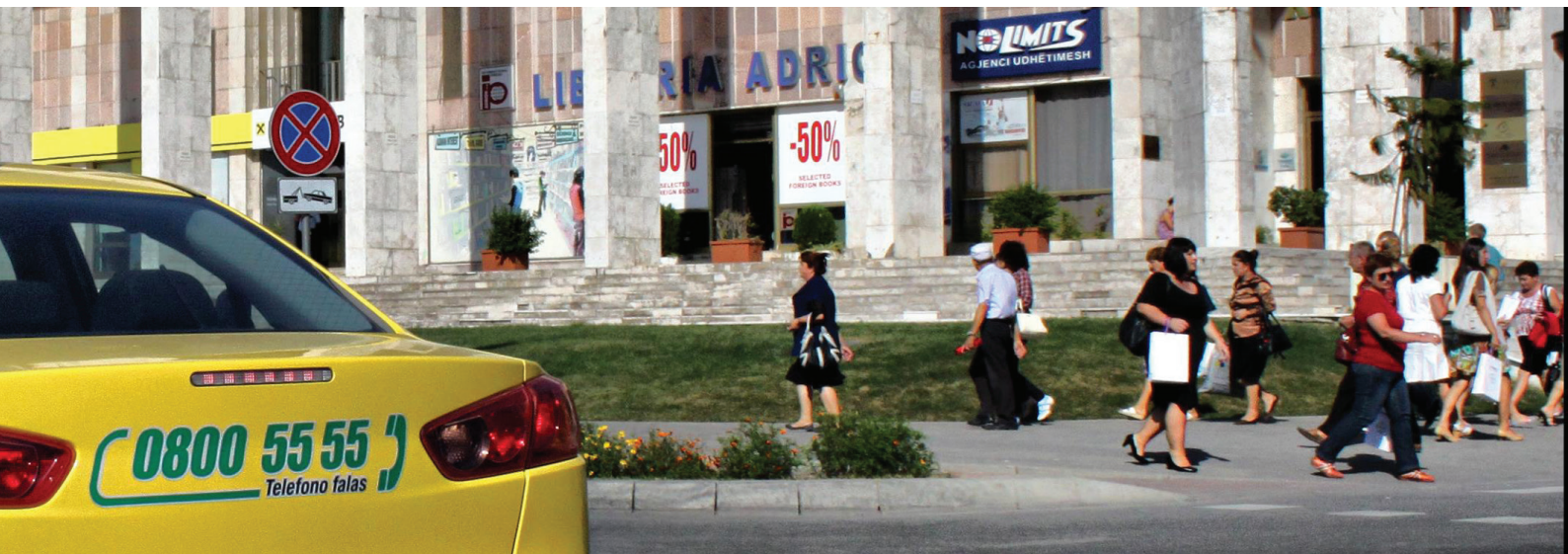
Fleet covering all the surface of Tirana, making every spot reachable within 4 - 6 min. Usage of fees approved by the Government of Tirana.

24 - hour service by qualified operators who communicate in various foreign languages.

Opportunity of calculating your travel fee online in [www.merrtaxi.com](http://www.merrtaxi.com) before making your trip.

From our market research, our company has the lowest fees in the market. Correctness, accuracy, safe trip.





## Our Mission

To maintain and reinforce our position as a leading company of taxi transportation in Tirana, through offering our customers a first class service.

## Vision and values of MerrTaxi

Permanent improvement of our service quality

Orientation towards Albanian consumers' demands

Correctness

Accuracy

Caring about the environment

Integrity

Professionalism

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# Staff

Our highly motivated staff is one of our biggest assets. Our company consists of a 72 people staff: 60 professional drivers (equipped with a D - Class driver's license and over 10 years of experience in public transportation), 7 operators who coordinate our service, from receiving the call from the customer, to boarding him on taxi (for more look the organization chart of our company on page 7.)

Our philosophy is one of gradual and continuous improvement of everything we do. We are engaged not only in the transport of people from point A to B, but in creating pleasant, comfortable and safe trip experiences.

MerrTaxi is committed to apply practices of Total Quality Management (TQM).

## For us, quality is:

- Answering the customer's call on time. Politeness in communication; Communication in several foreign languages; Taking the correct address of the customer, proving exact informations on the time span the taxi will arrive.
- Correct coordination of the nearest taxi. MerrTaxi uses a system with the most advanced technology in the market, to manage the fleet of taxis.
- New, clean and comfortable vehicles.
- Polite drivers, attentive towards the customer, with many years of experience in this profession but also recently trained by the company to carefully listen to the customer's needs, to be respectful and kind.
- Our vehicles use natural gas as fuel, making us more effective in costs, but also eco - friendly.
- We take regular feedback from our customers to see how happy they are with our service and how we can yet improve.



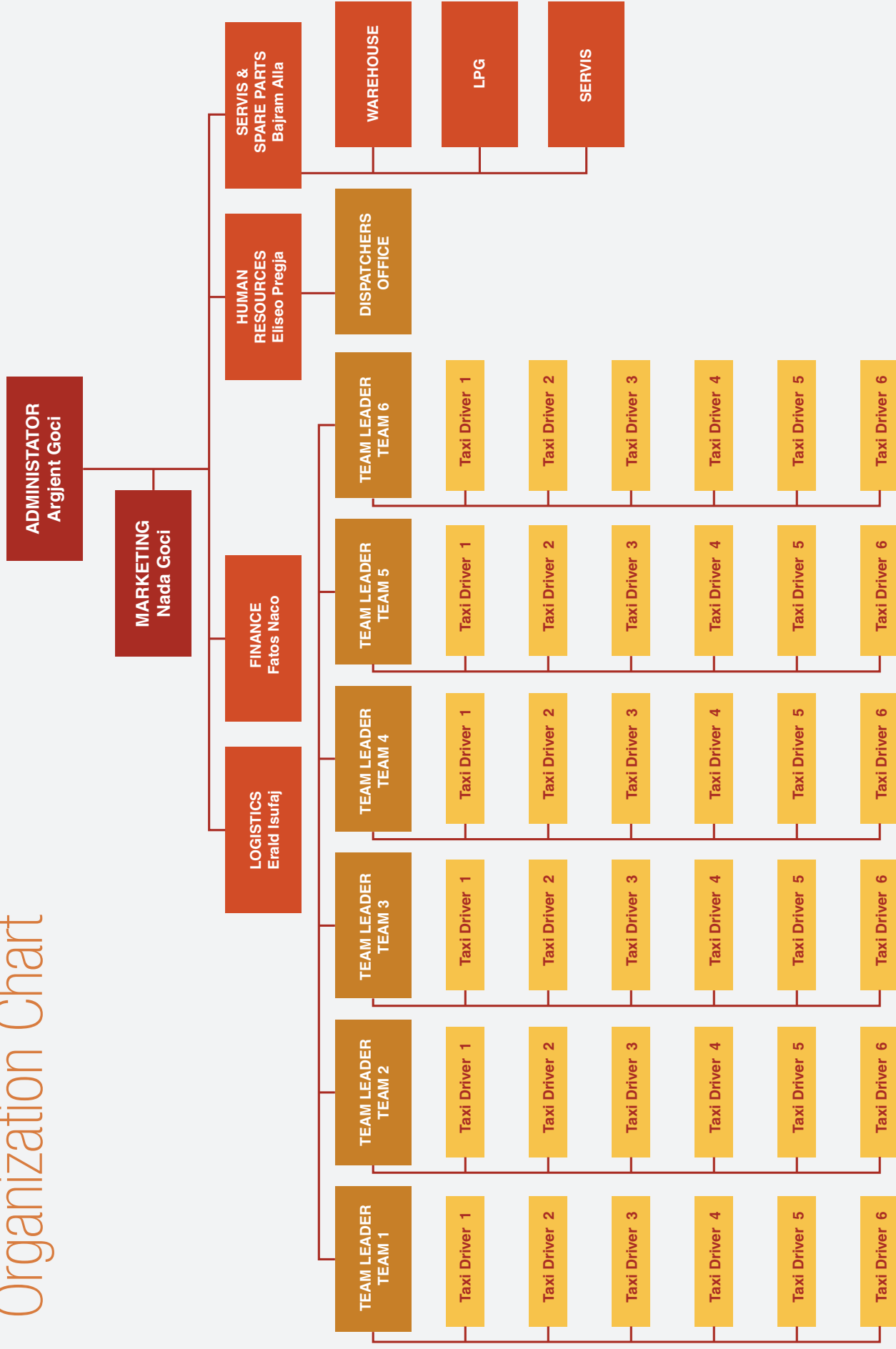
# Quick Facts

- MerrTaxi traverses in 24 hours a distance of approx.. 200 - 280 km (125 - 175 miles) per taxi, in total not less than 6000 km (3730 miles) a day within the city, covering almost every area in Tirana.
- 1 MerrTaxi, in 24 hours, has 40 - 85 billings, transporting an average of 60 - 100 people, or a total of approx. 2000 people.
- Our 7 operators coordinate a total fleet of 1000 - 1300 incoming calls per day.
- 85% of our customers book through phone, which shows that the majority of people are returning customers, meaning happy customers.





# Organization Chart



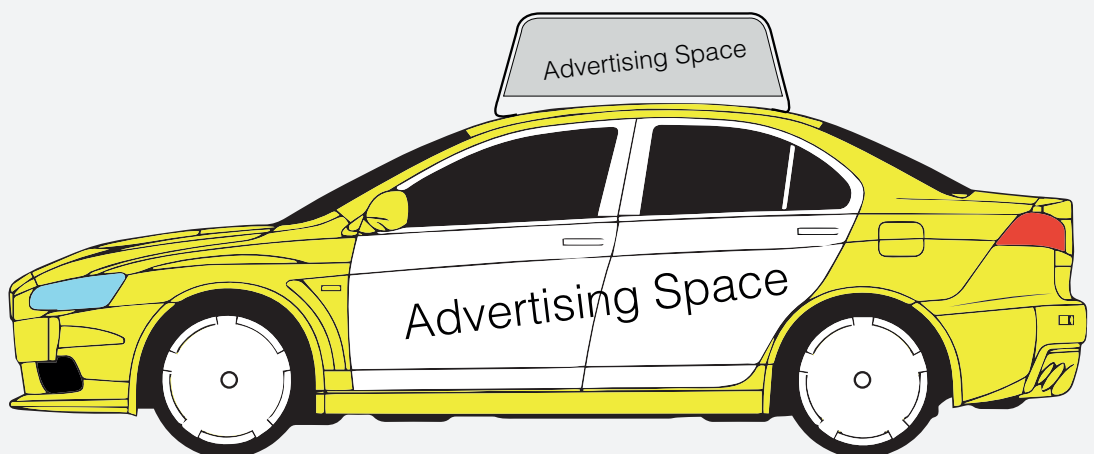
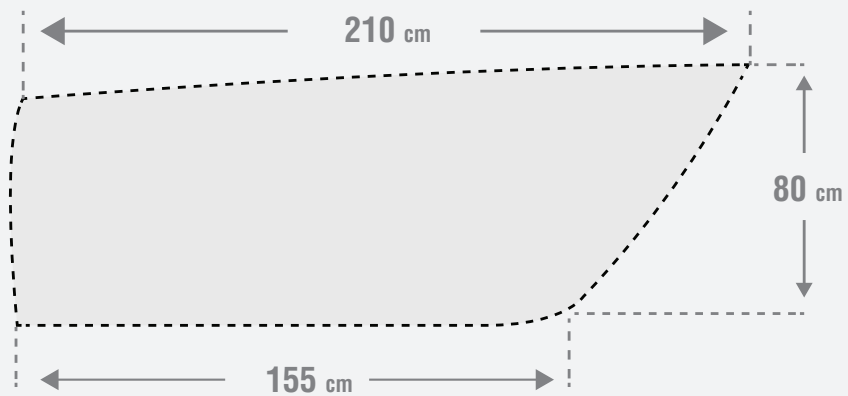


# Advertising Space

## LED illuminated taxi top



## Side doors







# Why advertise at **MerrTaxi**

- It addresses a very wide audience given that our taxis are 24 hours on the move.
  - It traverses every day different itineraries adding the opportunity that an advert reaches it's target group.
  - Ads on--the--move are a very effective advertising way, spread everywhere in the world.
  - Taxi ads are a new advertising form in Tirana which has drawn attention, unlike other consumed forms.
  - MerrTaxi is the biggest taxi company in the country which now has a very positive image in the market.
  - We also offer the possibility of putting leaflets in the back side of the passenger seat.
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