



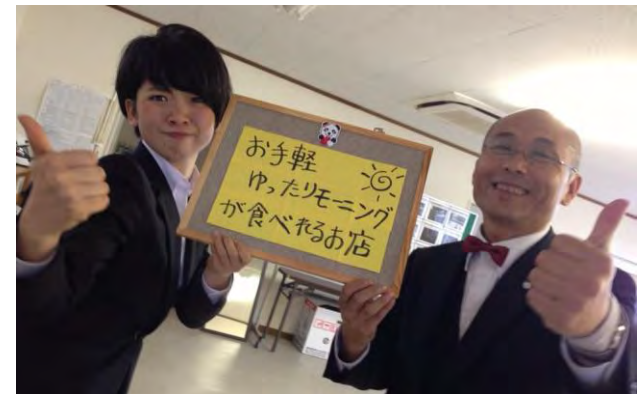
Challenge to The Taxi Industry

~Toward a company loved by people~

2013.6.Dec

BLUE ZOO President Tatsuto Aoyagi

— Panda's People —



facebook

メールアドレスは必須です
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パスワード
ログイン

ログインしたままにする | パスワードを忘れた場合はこちら

バンダ旅行
さんはFacebookを利用しています。
Facebookに登録して、バンダ旅行さんや他の友達と交流を深めましょう。
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バンダ旅行 (Panda Travel Fukuoka)
いいね! 42人 · 話題になっている人8人

旅行/レジャー
Welcome to the Facebook page of Panda Travel, located in Fukuoka, Japan. We will share photos and travel tips here about Fukuoka, the Kyukyu area and the information of Japan in general.



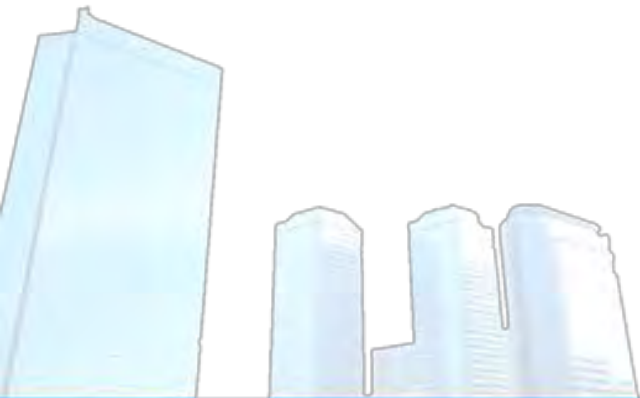
基本データ | 写真 | いいね! 42



Background

Why did I start a taxi company ?

- Starting as a Backpacker
Meeting people at BLUE ZOO
- As a businessman
Funeral Service – Real estate company
– Taxi company



Background

Why did I start a taxi company ?

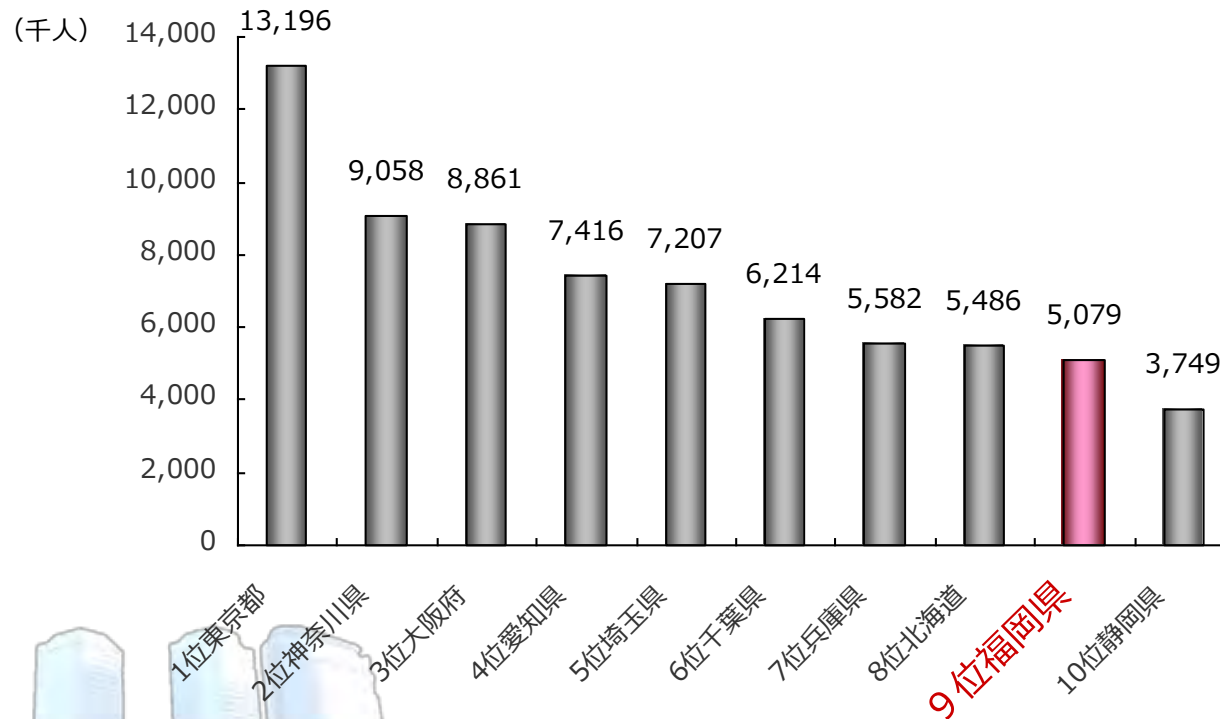


Fig.1 a list of populations of the different prefectures (top 10) —2011年総務省統計局資料

Background

Why did I start taxi company ?

Worth challenging

Can be No.1

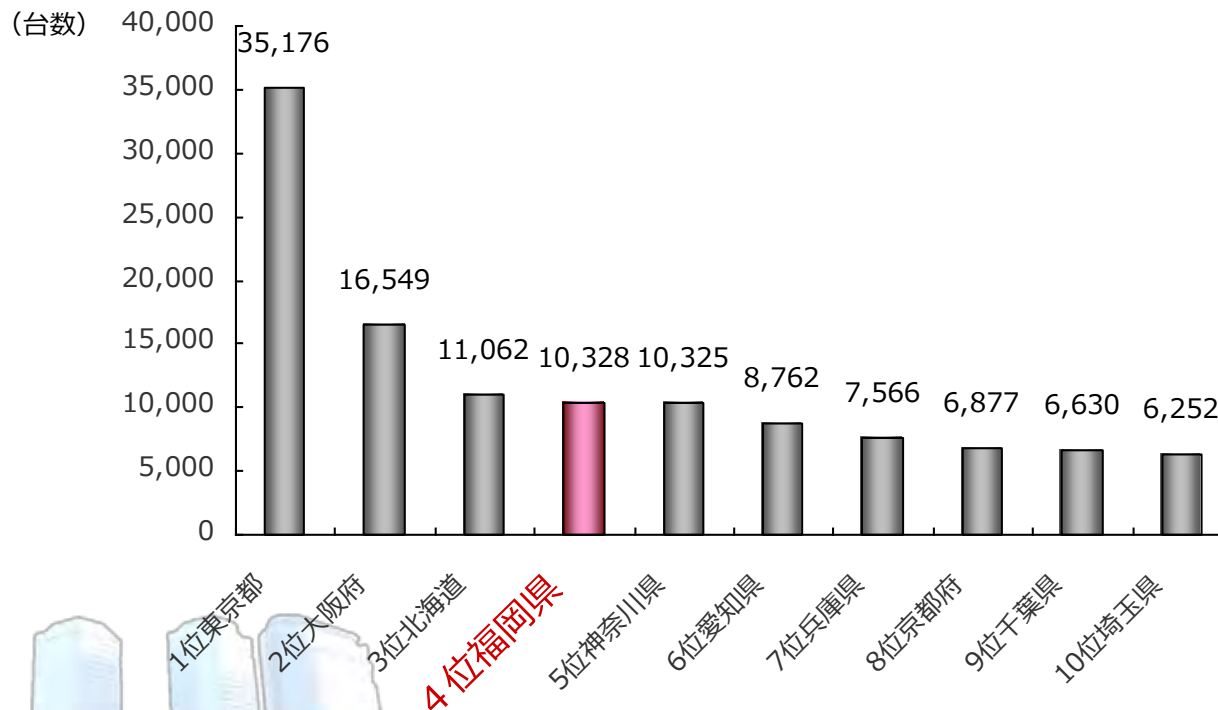
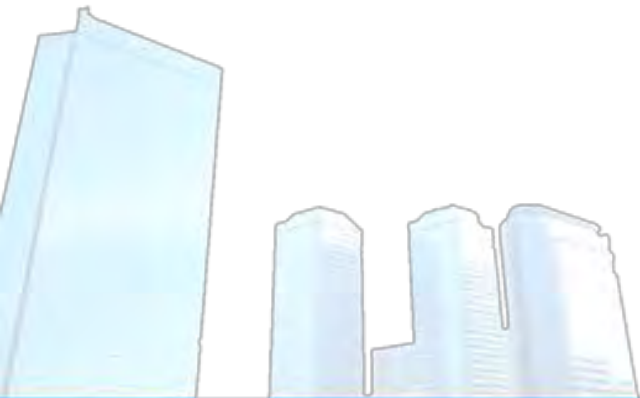


Fig.2 a list of the number of taxis of the different prefectures (top 10)—2012年国土交通省資料

Background

Why did I start taxi company ?

**Create a new momentum
in the taxi Industry !**



Lessons learnt from the time of establishment

● Establishing the scheme

There is limitation to what one person can do
= Thorough systematization
= Remove inefficiencies, rationalization

● Warmth and Severity

For thorough systematization = Severity
People do not follow only with severity = Warmth

● Speed

Speed and Decision = Catch a wave

What is Panda Taxi

1. The role of citizen's means of mobility

What can we do in the increasing aging society.

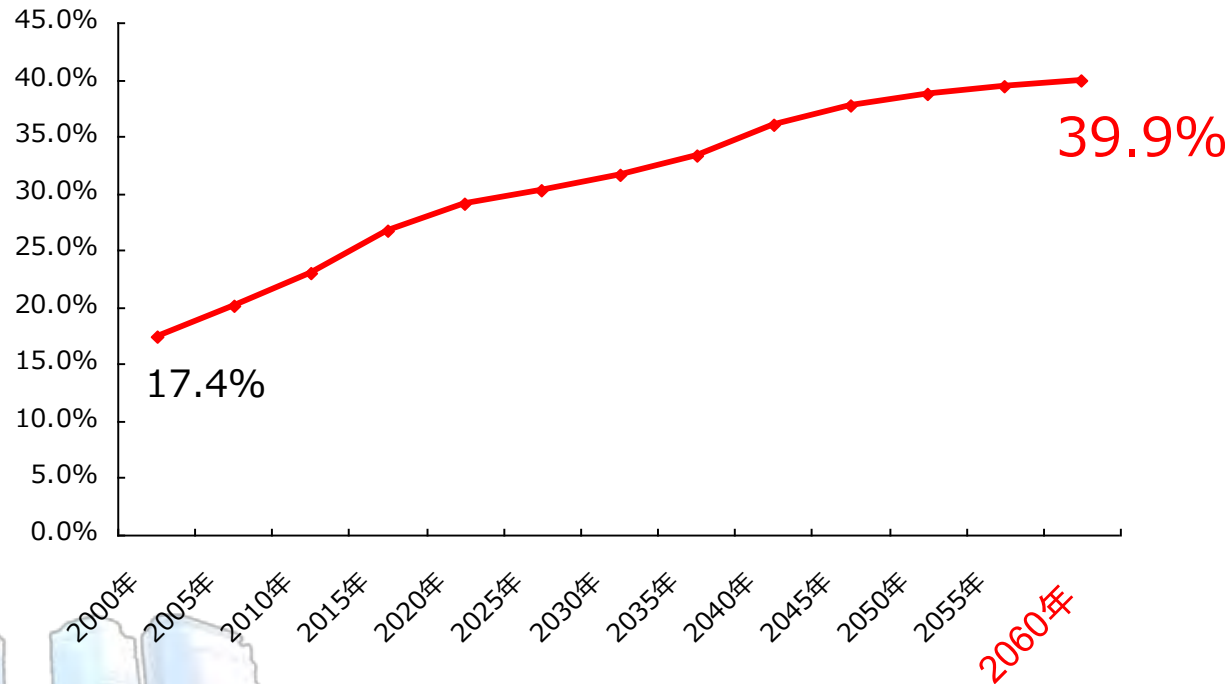


Fig.3 Estimation of the ratio of elderly people (over 65) - 2013年内閣府資料

What the Panda Taxi is

1. The role of citizen's means of mobility

Easy Access Taxi

= Base fare ; 290 yen (additional fare is 20% less than others)

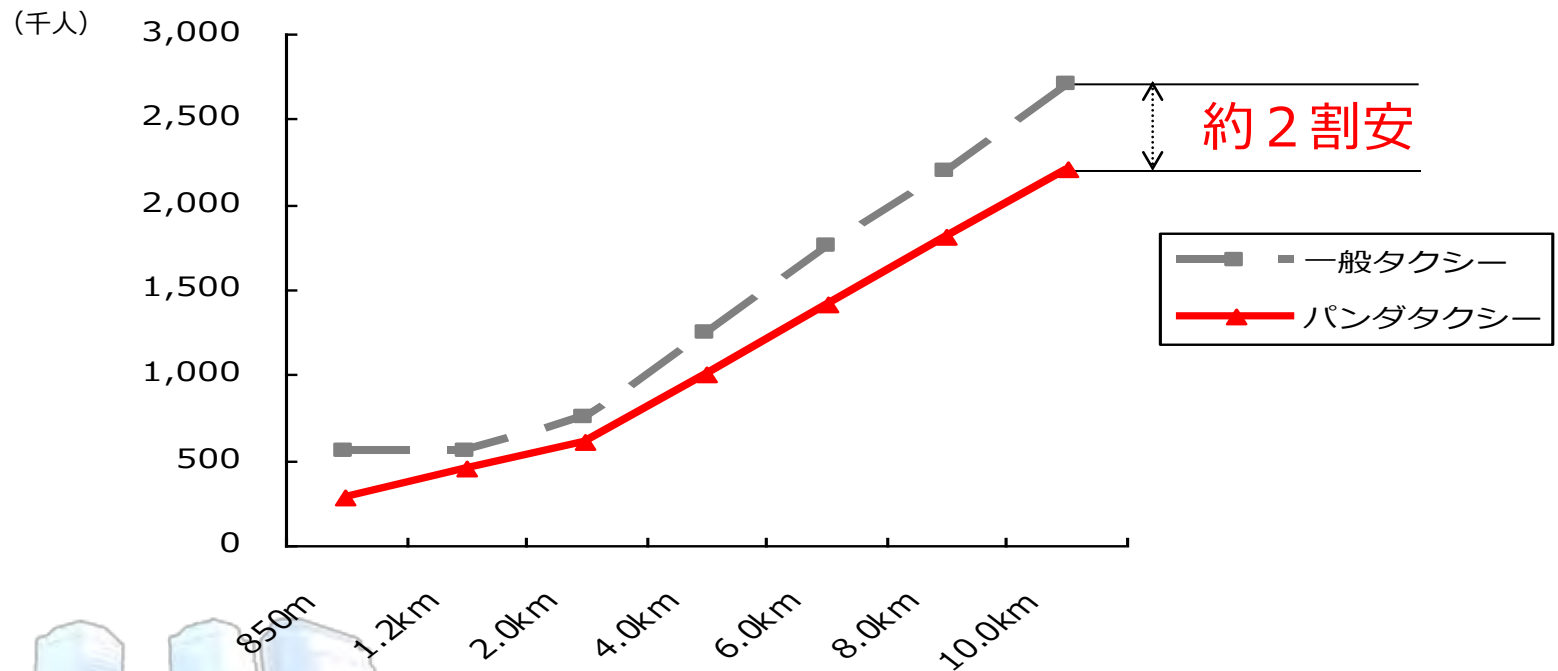


Fig.4 Comparison to other taxis

What the Panda Taxi is

1. The role of citizen's means of mobility

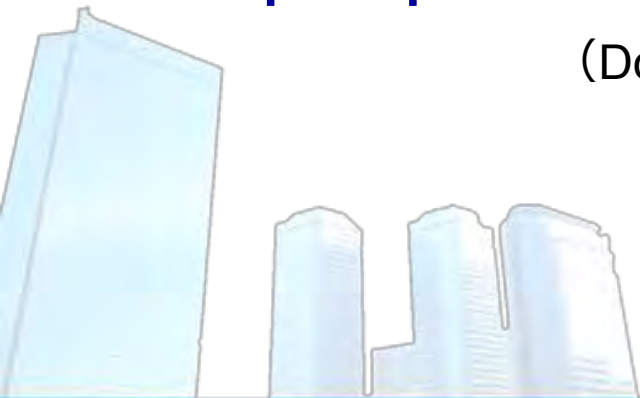
Easy to take

= Base fare ; 290 yen (additional fare is 20% cheaper than others)

To be a taxi

people can say "Just down the block"

(Do not hesitate short ride distance)



What is Panda Taxi

1. The role of citizen's means of mobility

Japanese traditional courtesies = Services

||

||

Stand and express greetings = Door Services

High quality services

(Competitive to First-class hotel and cabin attendant services)



What the Panda Taxi is

1. The role of citizen's means of mobility

Thorough safety awareness

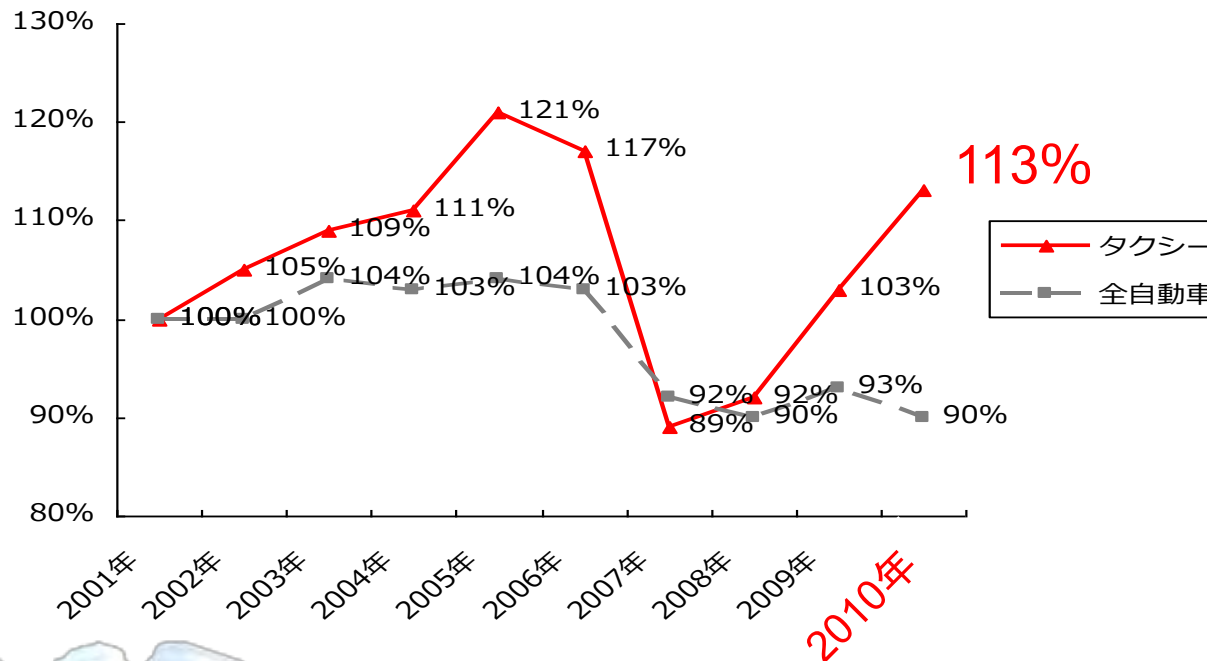


Fig.5 taxi accident trends in Fukuoka —福岡県警察本部資料

What is Panda Taxi

1. The role of citizen's means of mobility

Thorough safety awareness

= Safety trainings

Reflect to Salary



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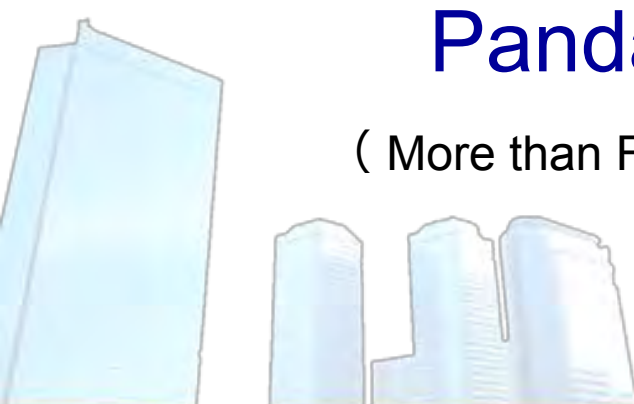
Meetings

(Lead by ex-police officers)

Panda allowance

Panda is Safe = Services

(More than First-class hotels and cabin attendant services)



What the Panda Taxi is

2. Efficient use of resources

Key Factor is to increase (Loaded vehicle ratio)

To achieve it...

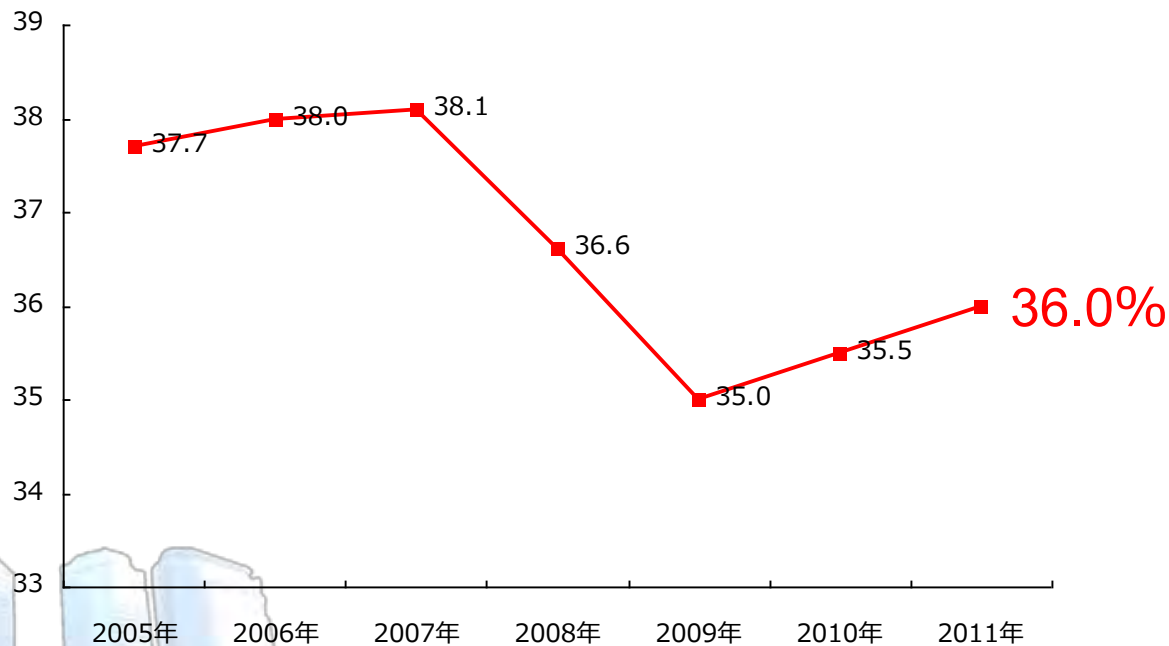


Fig. 5 Loaded vehicle ratio of taxis in Fukuoka -九州運輸局
資料

What is Panda Taxi

2. Efficient use of resources

Key Factor is to increase **(Loaded vehicle ratio)**

To achieve this...

Adopt **reservation system** instead of the traditional 'cruising' style.

The loaded vehicle ratio is 1.4 times than other taxi companies

= Lower tariff becomes possible

(up to 20-30% discounted tariff is possible)



What is Panda Taxi

2. Efficient use of resources

Can not meet reservation demands!

Limited number of Crews

Only option is efficient use of resources

Solution with effective manpower management

Take next reservations during services

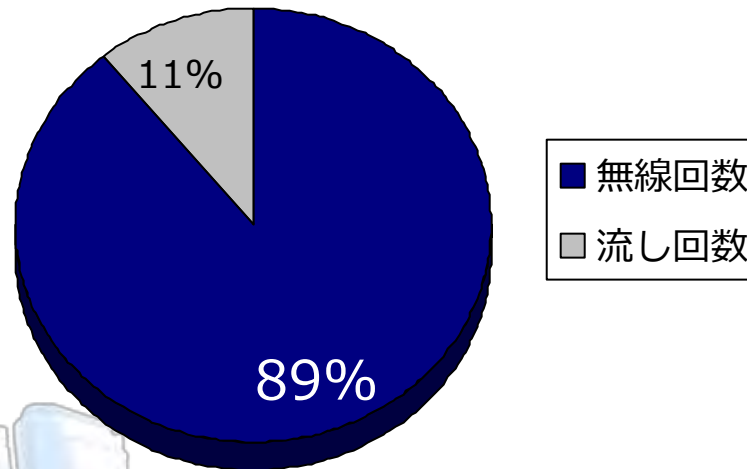


Fig.6 Radio utilization in Panda

What the Panda Taxi is

2. Efficient use of resources

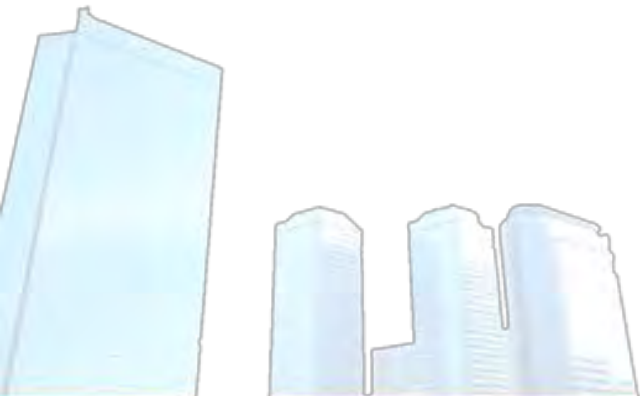
Can not meet reservation demands!

Limited number of Crews

Only option is efficient use of resources

A technical solution

Construct core computer system



What is Panda Taxi

3. Advancement of the taxi crew

- Reduction of work burden by conducting 2 shifts (12 hours) = Safety assurance
(Taking a break is also part of the job)
- From a performance-based pay system to a fixed salary system = Stability
(Considering Work and Life balance)
- Introduce a five-day working week
- High salary level = Equivalent to other businesses



Working environment
fulfilled with smiles

New Challenges

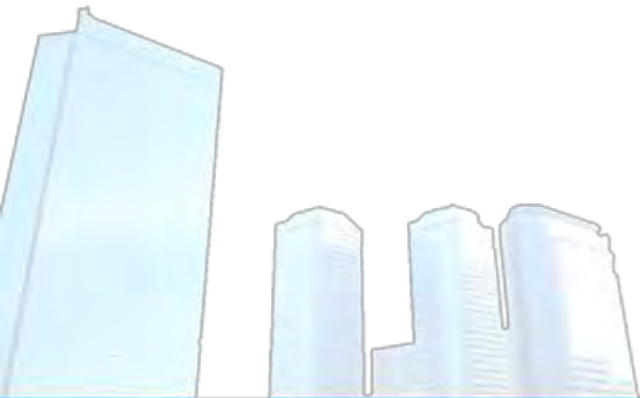
1. To become a taxi company that represents Fukuoka

To be loved by Fukuoka = Smile + Door service

The number of registered customers:

160,000

Continuous effort to increase
Panda Taxi fans



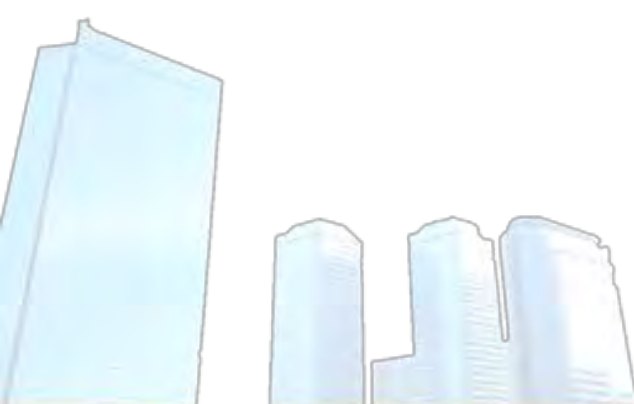
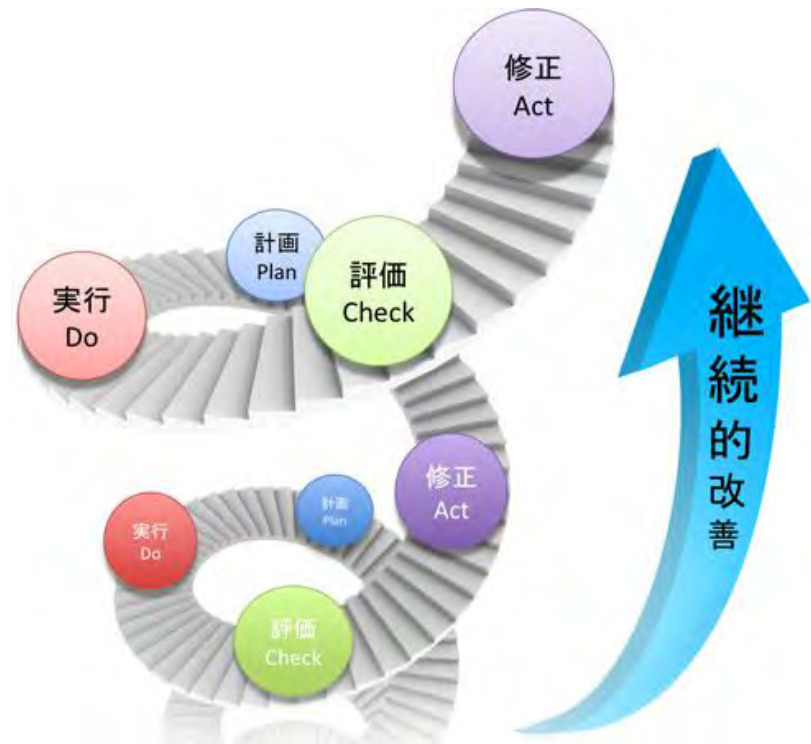
New Challenges

1. To become a taxi company that represents Fukuoka

Continuous improvement

= Polishing own services

Thorough P D C A



New Challenges

2. Inspire Fukuoka city

Enter into travel business

= Meet needs

- Start Panda travel



中西久美と行く宗像フレンチコース

- Increasing variety of vehicles



左：小型 中：中型 右：ジャンボ



ジャンボ車内



New Challenges

2. Inspire Fukuoka city

Expanding marketing channels

- Tie-up with the major travel agency



- Tie-up with Aoyagi



Bus hike for Aoyagi members

- Supports an in bound



13 students from City University of Hong Kong City
The Japanese training and cultural exchange

New Challenges

3 . More Challenges

Raising further efficiency,
while removing inefficiencies

+

Increasing crew

100%

Meet customer's reservation demands



New Challenges

3 . More Challenges

Meeting demands of inbound customers,

Link with Asian Countries

=

Export services

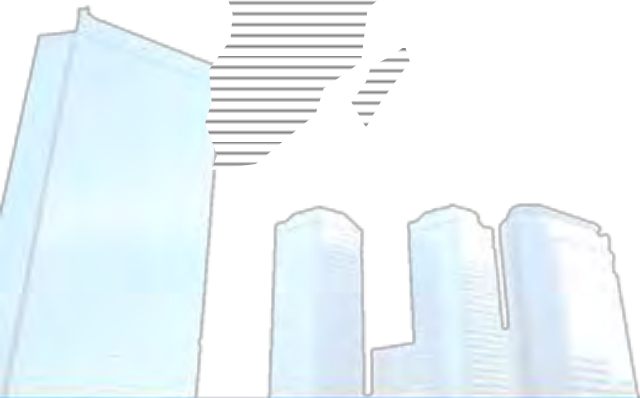
**Contribute to encouraging
entire Asian Region !**



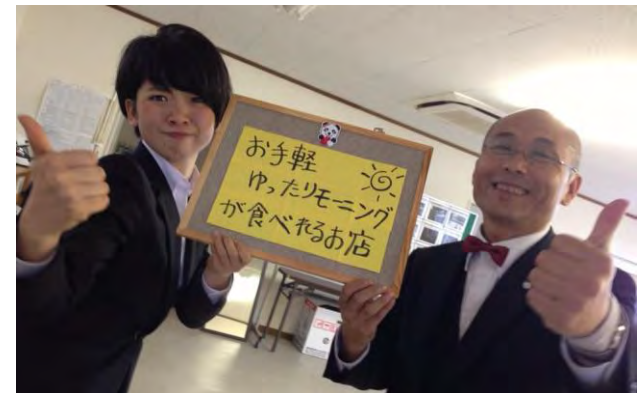
In Closing

Utilizing the strategic location of Fukuoka

Aiming for Not only No.1 in Japan,
But also No.1 in entire Asia



— Panda's people —



Thank you for your attention

