

Pink Service

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Outlines

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Overview

- ▶ It is a female-led taxi and it is a pilot project for transporting women inside the city of Mosul because of the conservative community and the unwillingness of many people to let their daughters or women ride alone in the regular taxis as well as to the problems of harassment by most of the taxi drivers in addition to providing job opportunities for a group of women who support their families and submit to them for training.
- ▶ Through a survey I conducted with a group of women around me, it was reached:
 - 1- Most women may prefer a taxi that is driven by a well-trained woman who holds a driver's license and is fully aware of the traffic rules, due to her feeling of safety and comfort, especially since this car belongs to an office that organizes and manages work completely and for ease of dealing with each other.
 - 2- Breaking the barrier of fear and shyness that afflicts a woman who takes a regular taxi.
 - 3- Reducing crime rates and harassment problems that most women are exposed to by taxi drivers.

Business model

- ▶ **Customer segments:** women aged (18) and above.

▶ **Relationship with clients:**

- 1- The relationship with customers can be strengthened by training drivers on how to deal calmly and remain silent inside the car.
- 2- The first transporting for any customer is free to the place you want to go to

Value Added

- ▶ A pilot project that aims to transport women through Female-led taxis inside the city of Mosul.
- ▶ Providing phone numbers so the customer can reach the taxi at the available time from morning until (11 pm).
- ▶ Providing free internet During in the Taxis.
- ▶ Providing counters to inform the customer about Amount to be paid.
- ▶ The taxis should be air-conditioned, clean and scented.
- ▶ The taxis should have a GPS tracking system.
- ▶ Providing a box inside the car so at the end of each transportation, the customer writes her opinion on a paper and put it inside the box about the quality of the transportation service provided, the extent of her satisfaction, and what problems she faced while riding the car

Basic requirements

- ▶ The project site, which consists of an office designed in a modern way, equipped with computers to follow the workflow, and a parking space for cars.
- ▶ The staff that organizes the work of the entire project.
- ▶ Licenses.

Main partners

- ▶ cars companies.
- ▶ Civil society organizations.
- ▶ Investors.
- ▶ maintenance workshops
- ▶ Car wash and cleaning offices

Project promotional tools

- ▶ Through social media and platforms.
- ▶ Creating promotional posters and brochures

Cost structure

- ▶ Fixed costs:-
 - ❖ wages (salaries)
 - ❖ internet service bills
 - ❖ electricity bills
 - ❖ water bills
 - ❖ phone bills.