

Imperial Transportation Solutions

“Ridesharing made easy for the Imperial Valley”

Industry scope

- Consumers from Mexicali.
- Retail industry accounts for 13.1% of GDP in Imperial. (U.S. Census Bureau)
- Allow an underserved community mobility.
- Better transportation is the key to better markets.



Marketing

- Target audience
 - Calexico Border Crossing consumers.
 - Students who cross the border daily.
 - Disadvantaged and underserved by new technology.
- Traditional newspaper; Imperial Valley Press.
- Mi Calexico; Local advertising.
- Social Media; Facebook Advertising.



Calista F.
El Centro, CA
61 friends
89 reviews

11/2/2012

First to Review

Listed in The Blacklist




Only call this cab company if you are not in a hurry to get where you're going. I called them at 2:45pm, knowing that I needed to be to work at 3:30. I figure that in a small town like this, 45 minutes should be plenty of time. How wrong I was.

The dispatcher told me it would be between 5-10 minutes. After nearly 20, I called back to see what had happened. The dispatcher told me that the driver couldn't find my house and that I should go stand outside and that the taxi would be there in less than 5 minutes. After an additional 10 minutes, a taxi flew by my house, way over the speed limit, not slowing down to look at street numbers or anything. He didn't turn around.

I called the dispatcher again, who scolded me, saying that he told me to wait outside and that the taxi had been outside my house, honking for the past 5 minutes. I don't know who the driver was honking at, because it was not my house; I had been standing outside waiting since the dispatcher first told me to. He sounded annoyed and with a sigh, told me he'd send "another" taxi to my house, and that I needed to be outside.

It took 7 phone calls but I finally made it to work...and only 15 minutes late. When the cab came to pick me up it had 3 men in the backseat...so minus points for safety too. If I wasn't in such a rush to get to work, I would have waited longer, because that's just creepy. Is that even allowed?

The only reason that I'm giving this 2 stars instead of 1 is the fact that the driver was nice. The dispatcher was rude, unprofessional and incredibly unhelpful. I work in a hotel, and I know that I won't be using this cab service for any of our guests in the future.

	1. California Cab Co. 123 Grant St, Calexico, CA 92231 (760) 357-2412	Taxis Website Directions More Info
	2. Calexico Taxi Co. 420 Cesar Chavez Blvd, Calexico, CA 92231 (760) 357-6161	Taxis Directions More Info
	3. Imperial Valley Taxi 420 Cesar Chavez Blvd, Calexico, CA 92231 (760) 344-9999	Taxis Directions More Info

Finances

Start up and recurring costs	Services	Flat Rate	Total Forecast
Business License:\$121			
(2)Efficient fleet vehicles \$28,000 (\$510/Month for 60 months.)	Calexico Fare	\$7 per ride	\$8568 per month
Communication: \$250+ \$50 per month	Imperial Valley Mall	\$15 per ride	\$1382 per month
Maintenance: \$12.50 per month			
Insurance: \$450/month			
2 Drivers: \$4,167 per month including benefits	El Centro	\$17 per ride	\$367.2 per month
Gasoline: 600 Dollars/month			
Advertising costs: \$500/month			

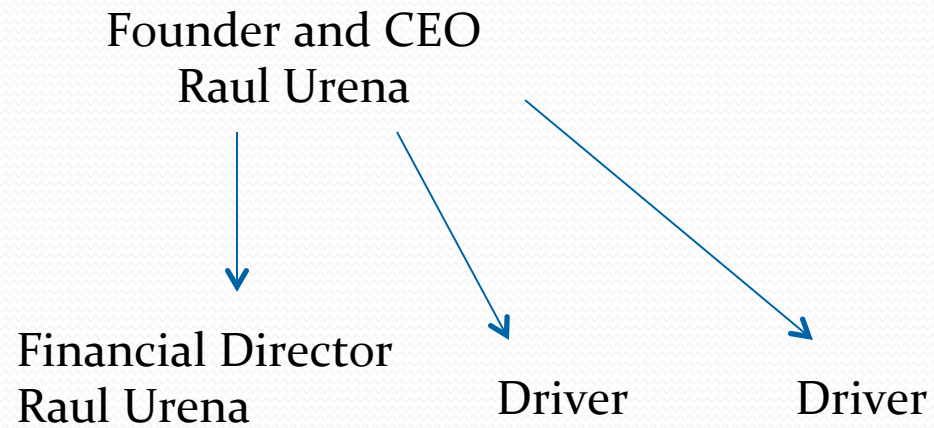
\$10317.2 revenue per month

\$6,350 expenses per month

\$3967.2 profit per month

Breakeven: 15 months.

Management.



Expansion after breakeven

- More Drivers
- More locations
- More transportation solutions for more needs