

Scooter shuttle service

[Business](#), [Marketing](#)



Different responsibilities were designated among members with regards to the completion of the Scooter Shuttle service. Tasks are given accordingly among each member of the group to create a fair and equal distribution. The first important consideration to look into is the service the group caters to. Brandon (Harlow) and Kelley (Coleman) were assigned to look for ideas and concepts relating to the idea of Scooter Shuttle Service. They were assigned to look at all the concepts and related issues concerning the idea. After careful research both Brandon and Kelley proposed the use of Scooter Shuttle Service as what the team will use.

With this idea on the way, Will (Caillat) and Chia-Ling (Chu) now devised a marketing strategy to implement the Scooter Shuttle Service. With these, the group devised the (1) parameters of the study, (2) strengths and weaknesses of the idea, and the (3) strategies that the group can do. In addition to these parameters, the three factors were again divided among team members to have a deeper grasp of each elements needed for project. After this, specific groups were assigned to get the necessary data and research regarding the different elements that are important to pursue the project. Each element is assigned to two (2) individuals.

Brandon and Kelley are designated the task of compiling the parameters of the project and gathering the necessary data that is deemed beneficial for the group. Will and Chia-ling were designated to pursue and analyze the strengths and weaknesses of the project. With this task on hand, both members have to look into certain important data present in the location and at the same time survey possible existing and potential competition of the project. Lastly, Rain and Alex are the ones in-charge of compiling the

necessary data gathered and come up with an efficient marketing strategy for the project.

The overall marketing strategy on the other hand shall be approved by all members of the team prior to the trial of the mentioned project. These are the ways the work was divided among members of the group. After creating the methods and strategies for the project, there were several noted accomplishments and results that were seen. The results that were given are taken from the parameters set by the group. With this, the two elements (1) strengths and weaknesses and (2) strategies were given by each member of the group.

This is important to address because it shall determine the feasibility and adequacy of the project. With regards to the strengths and weaknesses of the project, the group has found out that the scooter service is an innovative and unique way of addressing driving under the influence of alcohol. It is an alternative method to help prevent accidents and create a fall back to drivers who become drunk during parties and have to drive home. These results were based on the review made by the members regarding the distribution and competition among different actors involved in the issue.

On the other hand, disadvantages were also seen in the study. The problem, based from study and research, are derived from situational factors and the notion that the project uses the clients car gas. But overall, the opportunities of creating this project remains positive due to the relative advantages it gives to potential clients. Pursuing the challenges posed by the project, the group decided to create several strategies that will enhance the overall

outlook of the initiative. With this, positioning strategy has been elaborated by group members to address the target clients.

Also, product strategies were formulated to create a better facilitation among potential clients. Advertising and promotion strategies were also made so that information of service and availability can be addressed. These includes creating posts (online and hard copies) to further improve our scope to create information that there is indeed such a service. Market research was also conducted to test the capabilities of the project. These are the results that were seen by the group based on the data gathered and researches made.