

Comfort delgro essay



**ASSIGN
BUSTER**

ComfortDelGro Corporation Limited is the world's second largest public listed passenger land transport company with a fleet of 41, 000 vehicles. The Group has gone global ever since the merger of Comfort Group and Delgro Corporation on 29th March 2003. ComforDelGro's businesses include bus, taxi, rail, car rental & leasing, automotive engineering, maintenance services & diesel sales, vehicle inspection & technical testing services, learner drivers' instructional services, insurance broking services, outdoor advertising and car dealership. Taxi Companies Under Comfort Delgro

Comfort Transportation Pte Ltd was founded in 1970, which was then known as the Workers' Co-operative Commonwealth for Transport Limited. Their aim was to assist taxi drivers to work under a common goal, which is to work towards a better life. Comfort Transportation Pte Ltd has over 10, 000 taxis presently.

City Cab Pte Ltd was then formed in April 1995 through a merger of three taxi operations, 1)Singapore Airport Bus Services Ltd 2)ComfortDelGro S. E Asia Pte Ltd)Singapore Commuter Pte Ltd The present day City Cab now operates a fleet of more than 4, 200 vehicles, which includes over 300 limousine cabs using Mercedes Benz vehicles

INFLUENCE REGARDING COMFORTDELGRO'S MARKETING STRATEGIES Comfort and CityCab own up to 65% of the taxis in Singapore, in simple terms, they own the Singapore streets. In a 2006 survey, it states that Comfort ranks number 1 in overall service. However, competitors such as Silver Cab, Prime Taxi and Smart Taxis are slowly climbing the ladder. Silver Cab has been known for excellent service ever since it's opening, Prime Taxi are known for low start up of only

\$2. 50 and the usage of good quality cars and Smart Taxis have little television screens installed.

If ComfortDelGro wants to remain at the top, constant surveillance of other competitors are not to be taken lightly. Better service, faster cars and also the usage of advanced technology could be taken into consideration by the management to increase customer satisfaction.