

Table of Contents

Executive Summary.....	3
Mission, Vision and Objectives	4
Mission.....	4
Vision.....	4
Core Values	4
Objectives	4
Keys to Success	5
Company Summary.....	7
Business Description	7
Services	7
Areas of operation	8
Ownership.....	8
Management Structure.....	11
Operational Requirements	14
Premises, Vehicles and Equipment.....	14
Insurance.....	16
Operational Strategy.....	19
Taxi business management tips	21
Marketing Strategy	29
Web Plan Summary.....	31
Market Analysis.....	32
Market segmentation	32
Competitive advantage.....	34
Industry Analysis	35
Players in the industry	35
SWOT Analysis.....	37
PEST Analysis.....	39
Financial Statements.....	41
Start-up Costs.....	41
Financing & Bank Loan Amortisation	43

TAXI CAB BUSINESS PLAN

Pro Forma Income Statement.....	44
Assumptions.....	45
Revenue and Expenses	48
Monthly Cash Flow Statement.....	49
Pro Forma Annual Cash Flow	54
Pro Forma Balance Sheet.....	55
Break Even Analysis	56
Payback Period Analysis.....	57
Financials Graphs	58
Risk Analysis	60
Potential Sources of Finance.....	62
Equity Financing	62
Debt Financing	63
Top reasons why taxi businesses	67
Other Business Plans.....	69
StartupBiz Global Disclaimer.....	71