Challenge to The Taxi Industry
～Toward a company loved by people～

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BLUETO President Tatsuto Aoyagi
— Panda’s People —
パンダ旅行はFacebookを利用しています。

Facebookに登録して、パンダ旅行さんの写真やイベント情報をみましょう。

パンダ旅行 (Panda Travel Fukuoka)

訪日ルーシー

Welcome to the Facebook page of Panda Travel, located in Fukuoka, Japan. We will share photos and travel tips here about Fukuoka, the Fukuoka area and the information of Japan in general.
Background

Why did I start a taxi company?

- Starting as a Backpacker
  Meeting people at BLUE ZOO

- As a businessman
  Funeral Service – Real estate company
  – Taxi company
Background

Why did I start a taxi company?

Fig. 1 a list of populations of the different prefectures (top 10) - 2011年総務省統計局資料

1位東京都
2位神奈川県
3位大阪府
4位愛知県
5位埼玉県
6位千葉県
7位兵庫県
8位北海道
9位福岡県
10位静岡県

(千人)
Background

Why did I start taxi company?

Worth challenging  Can be No.1

Fig.2 a list of the number of taxis of the different prefectures (top 10)—2012年国土交通省資料
Background

Why did I start taxi company?

Create a new momentum in the taxi Industry!
Lessons learnt from the time of establishment

Establishing the scheme

There is limitation to what one person can do
= Thorough systematization
= Remove inefficiencies, rationalization

Warmth and Severity

For thorough systematization = Severity
People do not follow only with severity = Warmth

Speed

Speed and Decision = Catch a wave
1. The role of citizen’s means of mobility

What can we do in the increasing aging society.

Fig. 3 Estimation of the ratio of elderly people (over 65) – 2013内阁府資料
What the Panda Taxi is

1. The role of citizen’s means of mobility

Easy Access Taxi

= Base fare ; 290 yen (additional fare is 20% less than others)

Fig.4 Comparison to other taxis
What the Panda Taxi is

1. The role of citizen’s means of mobility

Easy to take

= Base fare; 290 yen (additional fare is 20% cheaper than others)

To be a taxi

people can say ”Just down the block”

(Do not hesitate short ride distance)
What is Panda Taxi

1. The role of citizen’s means of mobility

Japanese traditional courtesy = Services

Stand and express greetings = Door Services

High quality services
(Competitive to First-class hotel and cabin attendant services)
1. The role of citizen’s means of mobility

Thorough safety awareness

Fig.5 taxi accident trends in Fukuoka —福岡県警察本部資料
What is Panda Taxi

1. The role of citizen’s means of mobility

- Thorough safety awareness
- Safety trainings
- Reflect to Salary
- Meetings (Lead by ex-police officers)
- Panda allowance

Panda is Safe = Services

( More than First-class hotels and cabin attendant services)
What the Panda Taxi is

2. Efficient use of resources

**Key Factor** is to increase *(Loaded vehicle ratio)*

To achieve it…
2. Efficient use of resources

**Key Factor** is to increase *(Loaded vehicle ratio)*

To achieve this…

Adopt reservation system instead of the traditional ‘cruising’ style.

The loaded vehicle ratio is 1.4 times than other taxi companies

= Lower tariff becomes possible

(up to 20-30% discounted tariff is possible)
2. Efficient use of resources

Can not meet reservation demands!

Limited number of Crews

Only option is efficient use of resources
Solution with effective manpower management

Take next reservations during services

Fig.6 Radio utilization in Panda
What the Panda Taxi is

2. Efficient use of resources

Can not meet reservation demands!  
Limited number of Crews

Only option is efficient use of resources

A technical solution

Construct core computer system
What is Panda Taxi

3. Advancement of the taxi crew

- Reduction of work burden by conducting 2 shifts (12 hours) = Safety assurance (Taking a break is also part of the job)
- From a performance-based pay system to a fixed salary system = Stability (Considering Work and Life balance)
- Introduce a five-day working week = Equivalent to other businesses
- High salary level

Working environment fulfilled with smiles
New Challenges

1. To become a taxi company that represents Fukuoka

To be loved by Fukuoka = Smile + Door service

The number of registered customers:

160,000

Continuous effort to increase Panda Taxi fans
New Challenges

1. To become a taxi company that represents Fukuoka

Continuous improvement = Polishing own services

Thorough P D C A
New Challenges

2. Inspire Fukuoka city

Enter into travel business

- Start Panda travel
- Increasing variety of vehicles

= Meet needs
New Challenges

2. Inspire Fukuoka city

Expanding marketing channels

- Tie-up with the major travel agency
  - JTB
  - JR
  - 日本旅行
  - 西鉄旅行
  - ANAスカイホリデー
  - JALパック
  - Color Full

- Supports an in bound

- Tie-up with Aoyagi

13 students from City University of Hong Kong City
The Japanese training and cultural exchange

Bus hike for Aoyagi members
New Challenges

3. More Challenges

Raising further efficiency, + Increasing crew
while removing inefficiencies

100%
Meet customer’s reservation demands
New Challenges

3. More Challenges

Meeting demands of inbound customers,

Link with Asian Countries = Export services

Contribute to encouraging entire Asian Region!
In Closing

Utilizing the strategic location of Fukuoka

Aiming for Not only No.1 in Japan,
But also No.1 in entire Asia
Panda’s people
Thank you for your attention