



## Market

For more than 4 years SPEED TAXI "Five Stars" is operating in taxi service as a leader in Albania. The company provides 24-hour taxi service with professionalism in 365 days of the year, in Tirana and from Tirana to other cities. SPEED TAXI offers service to large number of institutions, businesses, families and the many individuals who book by phone or find our cars in 10 taxi stations in Tirana.

## Achievements

SPEED TAXI "Five Stars" settled for the first time the professional service standards of the taxi service in the country. For the first time in Albania there could be noticed a service of the highest standards, with new cars, more comfortable, safe drivers and regular uniforms with ethical communication, cars monitored 24 hours through the GPS system in more competitive prices. The company brought a lacking service in Albania, especially for institutions and businesses that required a service of international standards.

## History

SPEED TAXI "Five Stars" was created in January 2012 and initially operated in the market with 15 Skoda Superb cars, produced in 2011. Now for the first time customers receive a professional service at competitive prices, regular invoices under the laws, and professional staff with a uniform standard. In 2015 the company added 5 other Skoda Superb cars produced in 2014, by increasing the quality of service and again at competitive prices. The large number of customers and the company's good intention to provide in real time to the requests for service lidded the company to invest again by adding 12 other cars Skoda Superb production of 2015, in 2016. Now SPEED TAXI provides service with 37 cars.

## Products

SPEED TAXI has 37 cars, with 24-hour service, with high speed and safety in all destinations. Drivers are experienced and receive pre-trainings for the service

standards and can be recognized by the standard uniform. The operating team in the head offices monitors in real time via GPS all vehicles. Each client has the opportunity to use the Internet for free via Wi-Fi connectivity within the vehicle; as well clients can reserve the service through application of the SPEED TAXI.

## Recent developments

Safety and implementation of the latest technology has been a permanent goal of the company. Therefore SPEED TAXI invested in building unique platform, the app "Speed Taxi". Through this platform, the client location in the city can be identified, make reservation and locate the journey of each vehicle in real time. Now the company is equipping each vehicle with navigating tablets enabling faster services and enhancing the service quality. Recently the company announced a new uniform, with a unique design, worked by a well-known and professional stylist, trying to set another standard for the Albanian taxi







driver's uniform as a concept. This uniform is designed with Albanian folk elements which are conducted all through sewing and handicrafts process.

#### Promotion

Speed Taxi recently has introduced for its clients the new online application for both Android and IOS mobile phones.

The application offers to the Speed Taxi's clients to make online reservation and order for taxi services, but also to track online the taxi ordered and approved for a precise destination.

It makes possible to have a live chat with the operator, to program a journey with specific and different destinations and to order for a third part in real time.

It is a simple solution application that offer a fast and reliable service in a transparent

way of servicing the clients in the new era of modernization and automatization.

#### Brand Value

SPEED TAXI is already a trusted brand and has the reputation of a leader company in the Albanian market. Based on the kangaroo symbol, and all messages this symbol imparts, customers have trusted relatives and transportation of their employees at SPEED TAXI. Besides the large number of employees, the company also takes care to invest in the community in need. About 40% of the annual budget goes annually to various donations. Lastly, this budget went to the total reconstruction and furnishing the kindergarten decorations in Koder Kamez in Tirana, the environment in which 45 children are educated.



#### THINGS YOU DIDN'T KNOW ABOUT SPEED TAXI

SPEED TAXI "Five Stars" settled for the first time a lacking service in Albania for many institutions, businesses and families.

40% of the company's annual budget goes to various donations. By 2015 this fund went to the reconstruction of a nursery on the periphery of Tirana.

During 2016, every car will be equipped with navigator system by solving the problem of addresses in Tirana.