

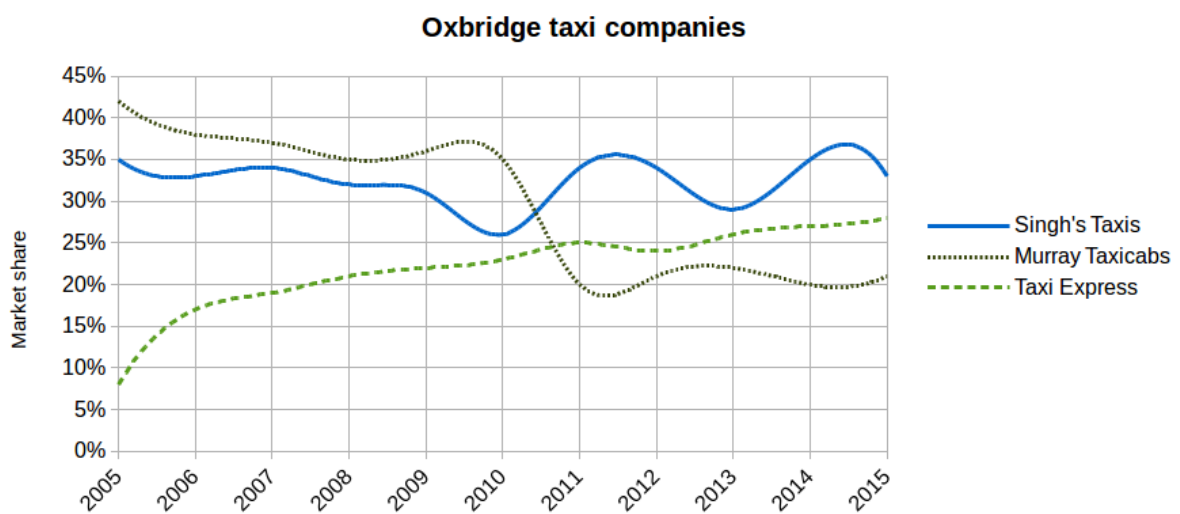


# Writing a report

## The Oxbridge taxi market

There are three major taxi companies in the city of Oxbridge, plus a number of smaller services. You are a market analyst for Scrooge Finance plc, which is planning to invest in one of Oxbridge's taxi companies.

The following chart shows how each major company's market share has evolved over the last 10 years.



### In addition, you have the following information:

- Singh's is the longest established taxi provider in town. As their car fleet is very old, they have experienced recurring waves of breakdowns affecting a considerable number of cabs at the same time.
- Taxi Express was founded in 2002 only. In 2005, they launched a smartphone app which can be used to call a cab and proved quite popular.
- In 2010, one of Murray's cabs had an accident in which a passenger died.

### Write a text of 10-12 sentences (100-150 words) comprising

- 1) **Findings** - describe and compare how the three companies' market shares evolved throughout the last 10 years (including reasons for the trends you describe).
- 2) **Recommendations** - provide specific recommendations on which company to invest in. You may include some ideas on how to develop the company.



## Sample text

Singh's Taxis, the oldest of the three companies, has had a solid market share of around 30% for the last 10 years. However, there were some heavy fluctuations due to breakdowns in Singh's overaged cab fleet.

Murray taxicabs used to be the market leader, starting at more than 40% in 2005, but lost 15% market share in a landslide after a fatal accident involving one of their cabs in 2010.

Taxi Express is the youngest competitor and really only took hold on the market after 2005, when they launched a smartphone app. Notably, the company's market share has been steadily growing for 10 years and is at almost 30% now.

We therefore recommend investing in Taxi Express as the most promising company and prospective market leader. Singh's Taxis would require a larger investment including new cabs, while Murray Taxicabs still needs to restore customers' trust in their safety.