Motorcycle Taxis

Description: Quantitative market research report carried out on motorcycle taxi service conducted by Marketest (marketing research company). It is to determine:

- A target market.

Their budget.

Their needs and expectations.

Contents:

Introduction
Do you use taxis for personal or professional travel?
In which domain do you use taxis?
On average, how often do you use taxis?
How long is your average taxi journey?
What are the primary destinations of your taxi journeys?
What are the disadvantages of using a taxi?
For professional use, do you have to use a certain taxi company?
Which of the following ideas are important to you?
Would you be interested by this service?
What is your gender?
How old are you?
What socio-economic class do you belong to?

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