

Taxi Industry in Oman



مواصلات
MWASALAT

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Your destination is ours

Presentation Outline

- Current Situation
 - Overview of taxi industry in Oman
 - Taxi segments in the Sultanate
 - Challenges
- Mwasalat Vision and Plan

Current Situation



Current Situation

- 30,000 taxi drivers are registered
- All taxi drivers are Omanis
- All taxi drivers are self employed
- Multiple taxi segments – Airport, Malls/Hotels/Port and Public taxis



Taxi Segments

Airport Taxi

- Managed by Oman Airports Management Company (OAMC)
- Drivers sign a contract defining the rules and airport tariff
- Distinctive livery aids identification and control



Taxi Segments

Hotels, Malls and Port Taxi

- Each location has its own 'informal' taxi membership
- Taxis must follow the rules of the membership
- Each location has fixed tariff levels approved by the property management (ie hotel management)
- Non-member taxis are forbidden to pick up from these locations
- In some cases taxi drivers pay annual fees to renew their membership

Taxi Segments

Public Taxis

- Majority part time taxi drivers (second job)
- Forbidden to pick up from airport, malls, hotels or port
- No meter and no receipt and no passenger limit
- Self managed – roam the streets



Challenges

- Absence of rules and regulations
- Most taxi drivers are not 'professional'
- No meter = no set tariff
- Hard to find and book
- Vehicles old and poor quality



Mwasalat Plan

Mwasalat Plan

Mwasalat authorised by government to manage:

- Airport Taxis
- Mall Taxis
- On-Demand Taxis (new category)



Mwasalat Plan

- Mwasalat will define minimum standards for taxi drivers and vehicles – age, quality, specification
- We will provide comprehensive training and assessment programmes
- Fixed tariffs will be applied
- Customers will be able to book with the smartphone 'app' or through the call center
- All movement of Mwasalat taxis will be tracked to provide customer safety and real-time information

Mwasalat Vision

- To raise the standards of the Oman taxi industry
- To provide a reliable and efficient taxi service
- To build trust between drivers and customers
- To make the taxi available to anyone, anytime, anywhere

Thank You