

EXECUTIVE SUMMARY

The purpose of this study is to comply on the partial requirements of the academe for the completion of EMBA course. This paper will help understand transport service solutions particular in pick-up and drop offs of passengers as part of private conveyance; also include car rental business, chauffeur service and tours, transfers from and to airports, hotels, resorts, corporate offices and the likes.

Thru careful analysis of data and information gathered, this will be of aide to assess the firm's stability and competitiveness; taking into consideration the identified strong points including its strengths and opportunities, and minimizing the effects of weaknesses and threats.

In order that Fast Transit Corporation will be ready in shaping its future, thorough strategic plans is presented to include financials, internal and external atmosphere of the business that impacts the business as a whole.

The Strategic Objectives of the study are to

1. Double the revenue by 2019 through an annual increase of:
 - a. CY. 2015 – 15%
 - b. CY. 2016 - 16%
 - c. CY. 2017 - 17%
 - d. CY. 2018 – 18%
 - e. CY. 2019 – 19%

2. To be able to reduce combined Direct Cost and Cost of Service from 63% to 59%.

In order to attain increases in revenue annually to hit double of the revenue by 2019 (2014 as the base year), identified tools is being used in weighting areas to be compared so as to come up with strategies of this study such as: External Factors Evaluation Matrix to determine weight of opportunities & threats, Internal Factors Evaluation Matrix to determine weight of strengths and weaknesses, Competitive Profile Matrix to determine key success factors and position in the competition, Internal-External Matrix to determine directions to take (in this study, it should be Grow & Build), Grand Strategy Matrix to determine competitive position (in this study, the firm is on the weak side), Quantitative Strategic Planning Matrix to determine detailed options of strategies to be qualified and to be used to come up with the departmental plans, Space Matrix for the strategic position and actions evaluation (in this study, it should be Conservative); it will be the reflected in Strategy Data Summary to sum up all the areas being identified, measured and weighted. This study can show what strategies and actions are needed in order to attain its objective.

The main purpose of this study is to increase the firm's net profit; as noticed with past five years of operations, peso value is very immaterial considering the investment made. Thus, this study envisions also to look at the firm to be the leading transport service provider in Cebu for the next five years or at least among

the known and credible names. Gaps should be filled in particular on the advancement of technology and programs to maintain existing accounts and attract new customers.

Imperative to the firm's feat in attaining its objective, Strategy Monitoring and Control should be in position such as: 1. Robust door to door marketing to hotels and pension houses, 2. Strengthening of IT solutions, 3. Review and scanning of service prices of the industry, 4. Checking of car brands and best deals, 5. Operational process improvement and control, 6. Implementation of semi-annual audit, & 7. Religious implementation of the departmental plans and programs.

