

# Business Model For Location Tracker In Buses: A Start-Up Idea Project

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**Abstract-** This location tracker shows that where the bus has been located. This operation of tracking a phone through Global Position System. Marking the route travelled on the map by the person possessing the phone. Navigation is one of the most important field of study that deals on the monitoring and controlling the moving object or moment of vehicle. The vehicle moments determine the position and direction of the sense in the navigation. The application tracks the location by GPS, hence the name is location tracker it also has emergency alert, and scratch alert. The main idea in this setup is to sell this system in school and college buses. The procedure is the system is installed in the buses, and the server in the institution, the parents are having the application so all the details are sent to the parents through the application. The major finding is the peopling waiting time is more so to reduce the waiting time and to know the details about the bus. So this location tracker system is the result for this problem. The outline of this business plan is to reduce the waiting time of parents using this location tracker system and in addition to that to fix the sensors for emergency alert sensor and scratch alert sensor. So that the location tracker system is useful for all the school college buses, students, and parents.

**Keywords-** Start-up, Business idea, Location Tracker

## I. ABOUT BUSINESS IDEA

This start-up is about the GPS device connected with app which will keep track the bus location. This idea is to fix a location tracker device, automatic alarm device for confirmation of the location. These devices are handy for safety, time-saving. The school students are waiting for their buses along with their parents that are little difficult to predict the time of arrival of the bus. In the worst case the buses not come to the correct time and also very difficult to manage the time management. The researcher is advice to implement the location tracker device attached in the buses the parents or wards can easily track the location of the bus using the mobile and laptop devices. The GPS tracking code is given to the users so the users using the code to tracking through bus app. The device is helping the users to get notification by alarm for their location. The app will keep tract of the bus routes and position of the bus

## II. UNIQUENESS OF THE PROJECT

This system provides peace of mind of user by letting they know real time location of all their vehicles. The online system map is having ability to monitor vehicles with accurate location, and their surroundings. Showing which driver on the fleet map is closest to a customer which allows for a better routing and decreasing fuel costs, helping managers predict vehicle arrival times, helping identify any vehicle misuse.

### A. Need Analysis and Scope

This application focus on to providing them more convenience with bus schedules. This is give the complete details about where the bus is coming, and it takes how many hours to come user place. It provides real time bus location information so that they may not get delayed it gives the complete movement of the buses it is accurate process where the bus running. Location tracker system business is a very famous and a growing business in India. All over the world all countries are concentrate the Almost every country over the world is following the trend of saving time and safety providing in the business. The advantages of this system is more accurate and alert system, there is huge scope to avoid time late and accident, and it gives time-saving, continuous notification and safety. The emergency exit lock is controlled by sensor device so in the time of accident, emergency system can work through devices so the system could help the passenger live safety and notification will automatically go to responsible people. Therefore, this can have more scope in near feature.

### B. Research Methodology

The main need for this location tracker app is safe the time, know about the location, know about the critical situation in this, the emergency exit notification, the need of this is to save the life because if anything happen immediately it sends the notification. The idea the researcher gets from the parents and students. How it is the students and parents are waiting for their buses so long time and sometime the bus is already gone so the students miss the bus. So if they use this location tracker system no need to wait for the bus and no

need to miss their buses. The main objective of this measure is to build a common platform for integrated monitoring and students information services. By gathering relevant information from users towards the system, the measure can improve the quality and reliability of the transport services which will lead to better acceptance and usage of these services by people. This study was adopted by simple random sampling. This study is descriptive type. The sample size is 110. This study is to identify feasible solution for the location tracker system. The data collected from the sample is through a structured questionnaire and interview process. The sample were able to share their experience with respect to their eagerness of involvement in the start-up plan. The sample collected from parents, educational institutions for market analysis. In today’s market not more competitors are there in this idea only a few competitors are there. The SPSS software is used for data processing. Various tests incorporated in analysing the data include the Chi Square test. This enables in understanding the relationship between various variables. The primary data are collected through direct intervention between the samples. It is collected through a structure questionnaire. The secondary data are collected through various web sources and articles. The journals, magazines and various e-books have assisted towards the data collection

**C. Data Analysis:**

For this research these are variables has been tested using SPSS for analysis data. The variables are age, gender, occupation, income, family type, marital status, number of children in their family, no of children are going school children, general problem facing the transportation of their children, awareness of safety system, awareness about GPS systems.

**Hypothesis**

H0: There is no relationship between the common problem people often facing and aware of the security and location tracker system and their need

H1: There is relationship between the common problem people often facing and aware of the security and location tracker system and their need

Table 1.0 Cross Tabulation

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	110	100.0%	0	0.0%	110	100.0%
The common problem people often facing	Aware of the security and location tracker system and their need		Location tracker		Total	
	Others	15	18	1	34	
	Safety time	12	11	6	29	
		30	9	8	47	
Total		57	38	15	110	

Source: Primary: The common problem people often facing and aware of the security and location tracker system and their need . Cross tabulation.

The table 1.0 shows the cross tabulation of the common problem people often facing and aware of the security and location tracker system and their need. It is taken the others, safety time variables are in the common problem people often facing category and location tracker, others, sensor are in the aware of the security and location tracker system and their need category. Table 2.0 shows chi-square value at <0.005, Pearson Chi-Square value is 13.264<sup>a</sup> Significant value is .010. Hence the research is accepted the null hypothesis. It shows there is no relationship between the common problem people often facing and aware of the security and location tracker system and their need. Thus this can enhance the location tracker business for greater success because people they don’t aware of the location tracker and their need, so researcher need to improve the business strategy to enhance the business which is not alive in the market. The researcher to find the app for tracking the location and send the details to students and parents and Fix the sensors for emergency alarm and scratch or accident alarm will give greater impact in their business.

Table 2.0 Chi Square Test

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.264 <sup>a</sup>	4	.010
Likelihood Ratio	14.571	4	.006
N of Valid Cases	110		

**IV. CONCEPTUAL FRAMEWORK OF THE BUSINESS MODEL**

**Table3.1: Business Model for location tracker in buses**

<b>Key customers</b>	Students, parents, school/college management, outside school and college vehicle providers.
<b>Key activities</b>	Delivering people wants that is location of the school and college buses, Sensors, Providing exact details, Delivering values to the customers.
<b>Key resources</b>	Websites and application, Transport vehicles, Human resources, Educational institutions, Sensor systems.
<b>Values Proposition</b>	Providing A-Z place locations for students and parents, Emergency alerts, Scratch alarm, Quality services, 24 hours service delivery, Safety transports
<b>Customer Relationships</b>	Build trust with the customers, providing customer care service, Collecting feedback.
<b>Customer Segments</b>	Segmentation on school and college students and parents, Outside school/college vehicle providers.
<b>Channels</b>	Digital marketing, Word of mouth, advertisement in schools and colleges
<b>Cost structure, Revenue streams</b>	App creation and designing, Initial investment for the sensor systems, Services charge, Tie up with educational institutions and other outside vehicle providers.
<b>Product</b>	GPS tracking device, emergency alert alarm device, scratch or accident alert sensor, remote Personal Locator Device system fitted with GPS/GPM transceivers.
<b>Solution</b>	Student/Staff Safety, Proper timings, Sending SMS alerts to the customers, Monitoring, planning and optimizing the routes for ensuring on time arrivals.
<b>Market Segmentation</b>	The students, parents and educational institutions.

<b>Target Market Segment Strategy</b>	Reflects strengths and weaknesses from customer centric marketing, an alliance with any of these type of organizations, Social media marketing, Email marketing, SMS advertisements.
<b>Market Needs</b>	The market needs a service provider that values the customer as its number one priority. In the market there is no low price location tracker which will serve to the people in their own place.
<b>Market Growth</b>	Market growth for location tracker is fair there are huge competitors with high cost if new system will follow low pricing and quality strategy, there is large

**V. CONCLUSION**

Location tracker system business is a very famous and a growing business in today’s time. With good system business plan in India. The business can acquire good return on investment in very short interval of time. Almost every country over the world is following the trend of saving time and safety providing in the business. The people are more concern about the time and they are busy with their work. The business will implement this system with more accurate and alert system means there is huge scope for them.

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