



Analysis of consumer preferences in  
the taxi market and development of a  
new car coffee machine for the  
YandexTaxi service

# The most popular drink



*“The consumption of all types of coffee drinks amounted to 180 thousand tons, while the consumption of pure tea amounted to only 140 thousand tons. That actually means that the consumer starts to prefer coffee...” – noted the General Director of the association "Roschaikofe" Ramaz Chanturee*

## World coffee consumption

In thousand 60kg bags

	2017/18	2018/19	2019/20	2020/21	CAGR (2017/18-2020/21)
<b>World</b>	<b>161 377</b>	<b>168 491</b>	<b>164 530</b>	<b>166 628</b>	<b>1.1%</b>
Africa	11 087	12 017	12 020	12 240	3.4%
Asia & Oceania	34 903	36 472	36 002	36 503	1.5%
Central America & Mexico	5 273	5 431	5 352	5 364	0.6%
Europe	53 251	55 637	53 680	54 349	0.7%
North America	29 941	31 779	30 580	30 993	1.2%
South America	26 922	27 156	26 898	27 180	0.3%

# Development of the taxi market

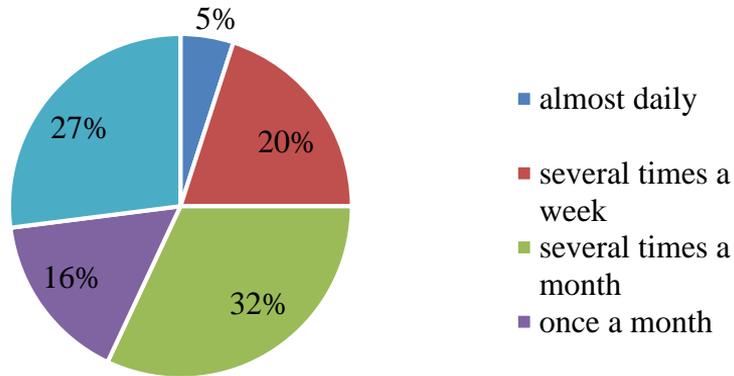
	2015	2017	2018	2019
Number of drivers	371 000	584 000	584 000	720 000



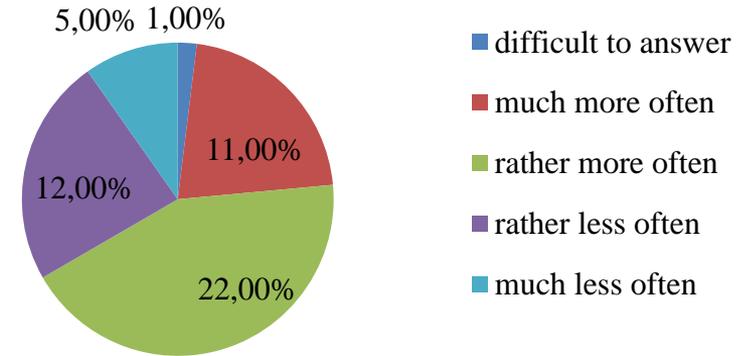
	2015	2017	2018	2019
Market size (in billion rubles)	441	618	671	709

# Growth in demand for the services

## Frequency of using taxi services



## Changes in the frequency of taxi use over the past 2 years



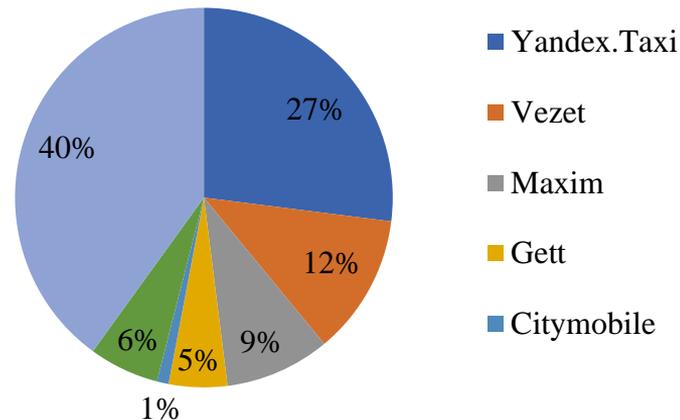
According to the results of the survey, taxi was among the three most popular means of transport used by respondents, gaining 27% and losing to public transport (70%) and private car (34%)

# Яндекс

# Такси

Yandex.Taxi is constantly expanding, entering into contracts with new taxi companies and increasing the number of cars, and also shows a steady trend towards increasing annual revenue. This is what makes it the best company to collaborate with

### Taxi market shares

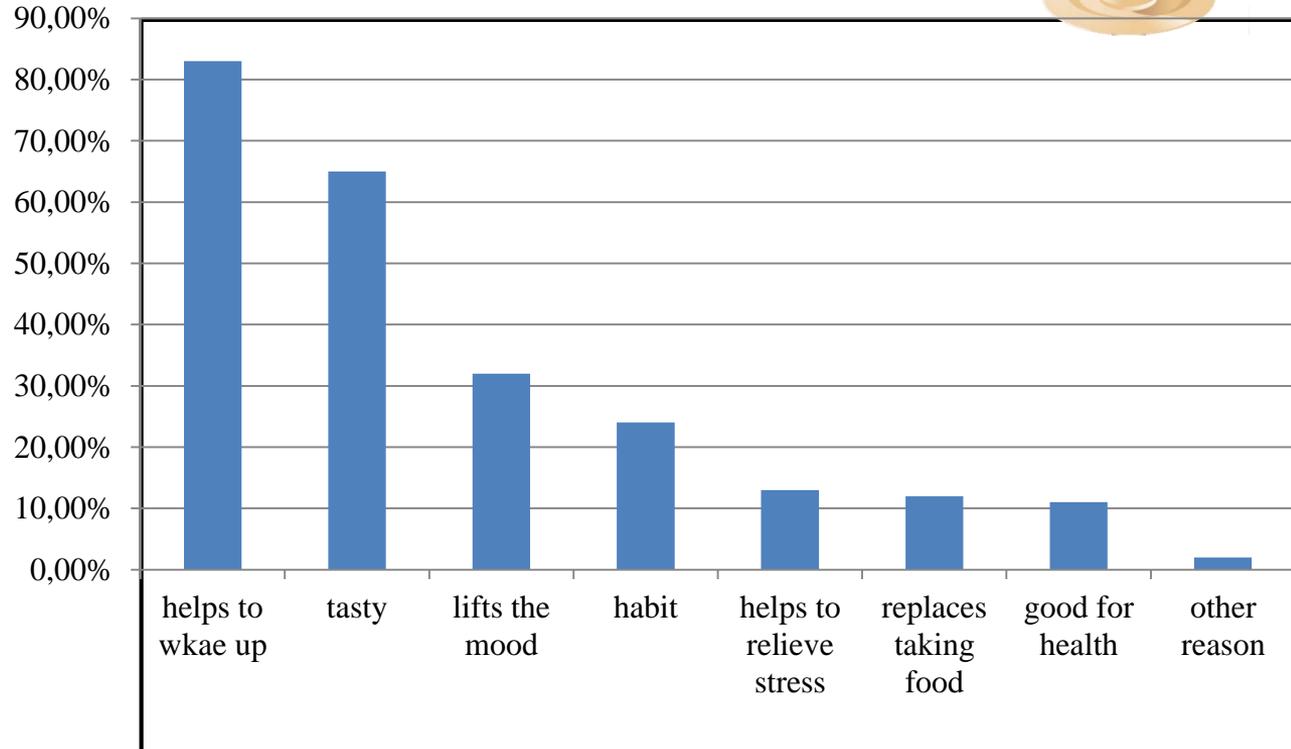


# Business opportunity



Half of the orders are in the morning, namely from 6 am to 12 am. Many people use a taxi to get to the airport or train station. According to statistics, the share of such orders is 20 percent of all orders. As a rule, these trips are made in the early morning. Also, many people use a taxi to get to their place of work, which also happens in the morning

## Why do you drink coffee?



# Problems of installation

## **Open jet**

Danger of spilling

## **Electricity**

Not enough in the car

## **Water**

Creates a risk of freezing

## **Sanitary standards**

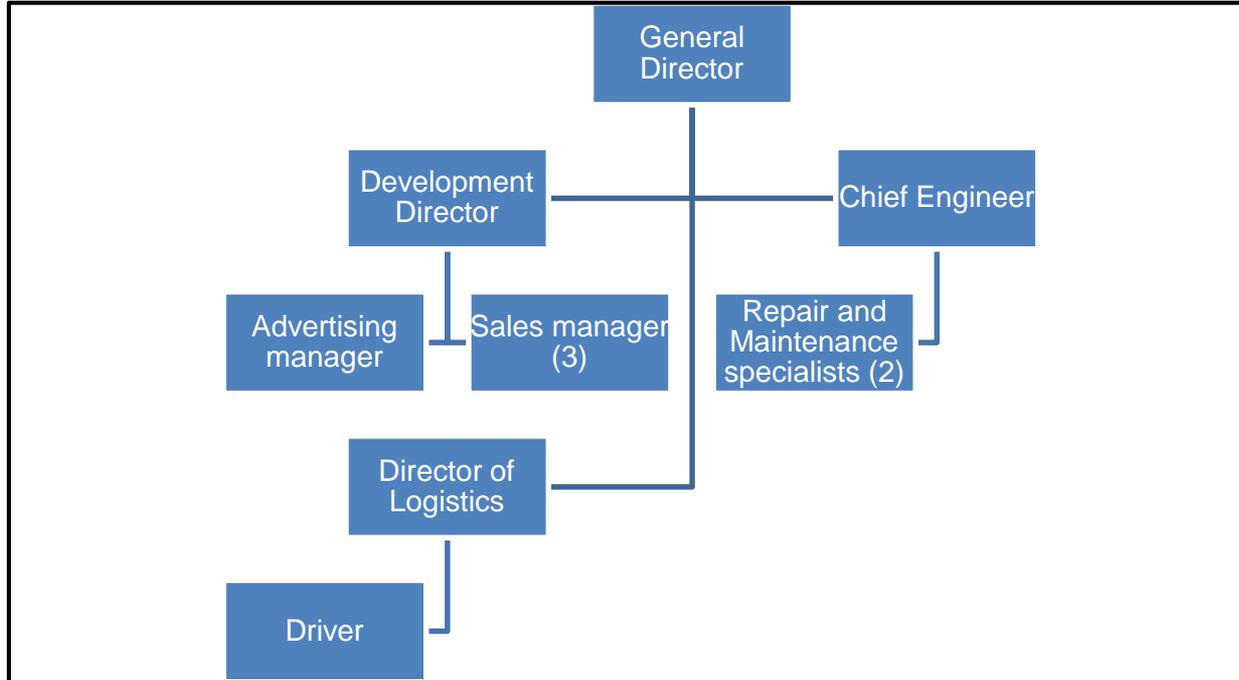
Drives customers away

# Payback for the coffee machine

Recommended selling price	100 rubles
Coffee capsule	25 rubles
Cup	5 rubles
Bottle of water (150 ml)	15 rubles
Cup lid	8 rubles
Total expenses per cup of coffee	53 rubles
Profit	47 rubles

Yandex.Taxi will pay for the coffee machine in 25 days

# Organizational structure



# Production cost

	2021	2022	2023
Cost per one coffee machine	10 000 rubles	4 500 rubles	4 500 rubles
Cost per one cup lid	5 rubles	1,5 rubles	1,5 rubles



# Payback period

	1-st year	2-nd year	3-rd year
Revenue	22 638 000	123 088 000	195 888 000
Advertising expenses	500 000	500 000	500 000
Administrative expenses	7 002 941	7 177 313	7 264 499
Production cost	20 055 000	41 516 500	55 166 500
Other operating expenses	-	-	-
Profit before income tax	-4 919 941	73 894 187	132 957 001
Income tax expense (base rate 20%)	200 000	14 778 837	26 591 400
Profit	-5 119 941	59 115 350	106 365 601

The payback period will be 14 months