

DIGITAL MARKETING PROJECT REPORT

As a partial fulfillment of the subject

TITLE: Wassalni carpool application

Group: 2LBC 13

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Executive Summary

Wassalni Carpool App Marketing Plan (2024-2025)

The Wassalni app is an innovative carpooling solution tailored for the Tunisian market. It aims to provide a reliable, affordable, and sustainable transportation option for individuals seeking to share rides and reduce commuting costs. This marketing plan outlines strategies to position Wassalni as the leading carpool service in Tunisia.

Our primary marketing goal is to capture 10% of the Tunisian transportation market within the first year. The target audience includes urban commuters, university students, and young professionals, positioning Wassalni as an eco-friendly, socially engaging app that improves mobility and fosters community connections.

Key strategies will focus on:

- **Digital Advertising:** Leverage social media, search engine marketing, and influencer collaborations to boost brand awareness.
- **Local Partnerships:** Collaborate with universities, corporate offices, and community organizations to encourage adoption.
- **Competitive Pricing:** Introduce dynamic pricing models with discounts for early adopters to grow the user base rapidly.
- **Brand Building:** Highlight safety features, ease of use, and the environmental benefits of carpooling through engaging campaigns.

To ensure success, a robust promotional campaign will focus on Wassalni's user-friendly interface, reliable ride-matching, and positive environmental impact. Data-driven monitoring of app performance, customer feedback, and market growth will guide continuous improvement and adaptation of strategies.

By embracing these initiatives, Wassalni will redefine carpooling in Tunisia, providing a sustainable and cost-effective commuting alternative.

Introduction

Wassalni addresses Tunisia's pressing transportation challenges by offering a sustainable, innovative carpooling solution that bridges the gap between affordability, accessibility, and environmental responsibility. With urban areas facing severe congestion, rising fuel costs, and pollution, and rural areas struggling with limited travel options, Wassalni emerges as a cost-effective and eco-friendly alternative that reduces commuting expenses while minimizing greenhouse gas emissions and traffic. Its mission to provide affordable and sustainable travel aligns with its vision of leading the transition to greener, more efficient commuting across Tunisia. As the success of this mission hinges on effective communication and widespread adoption, this digital marketing report aims to analyze existing channels, identify gaps and opportunities, and propose a strategic plan to amplify Wassalni's digital

presence. By understanding target audience behaviors, assessing competitor strategies, and leveraging tools like SEO, social media, and content marketing, the report outlines a roadmap for maximizing user engagement and building a loyal community. Ultimately, it seeks to position Wassalini as the leading platform for sustainable transportation in Tunisia, empowering users to embrace carpooling as both a practical solution and a contribution to societal and environmental well-being.

Market Analysis

Pestel analysis:

Political :

The Tunisian Constitution of 2014 underscores the nation's commitment to environmental sustainability by embedding ecological rights and responsibilities within its legal framework. A key provision in this regard is **Article 45**, which states: *"The state guarantees the right to a healthy and balanced environment and the right to participate in the protection of the climate. The state shall provide the necessary means to eradicate pollution of the environment."*

This article establishes environmental health as a fundamental human right, reflecting Tunisia's acknowledgment of the intrinsic link between environmental quality and public well-being. It also underlines the participatory role of citizens in environmental protection, fostering a sense of collective responsibility. Furthermore, the constitutional provision obligates the government to take proactive measures and allocate resources to combat environmental pollution, thereby ensuring sustainable development and climate resilience.

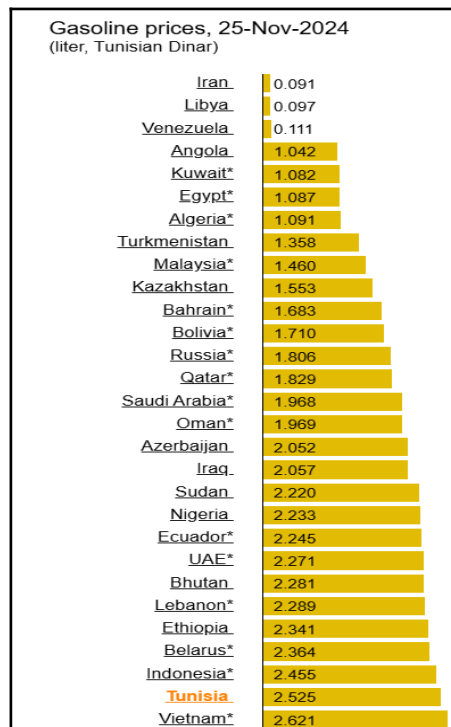
Key Implications of Article 45:

1. **Legal Framework for Environmental Action:** Article 45 provides a solid foundation for drafting and implementing environmental laws and policies. It legitimizes government interventions aimed at curbing pollution and managing natural resources sustainably.
2. **Citizen Empowerment:** By recognizing the right to participate in environmental protection, the Constitution encourages civic engagement in climate action and decision-making processes.
3. **Government Accountability:** The article mandates the state to allocate "necessary means" for environmental initiatives, holding it accountable for tangible progress in improving environmental conditions.

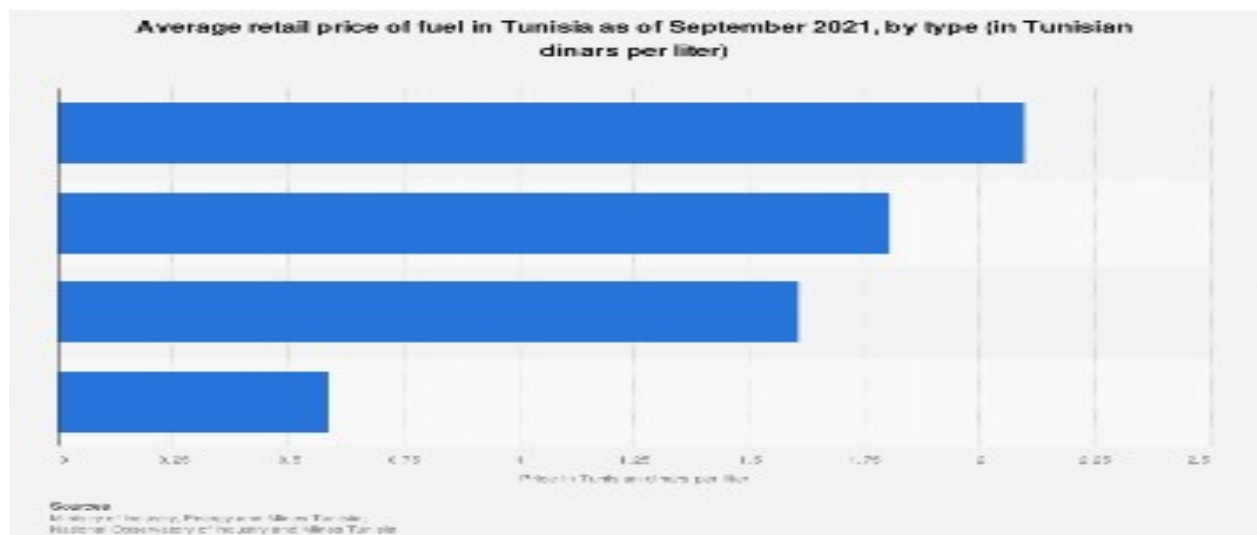
Art. 45 – L'État garantit le droit à un environnement sain et équilibré et contribue à la protection du milieu. Il incombe à l'État de fournir les moyens nécessaires à l'élimination de la pollution de l'environnement.

Economic :

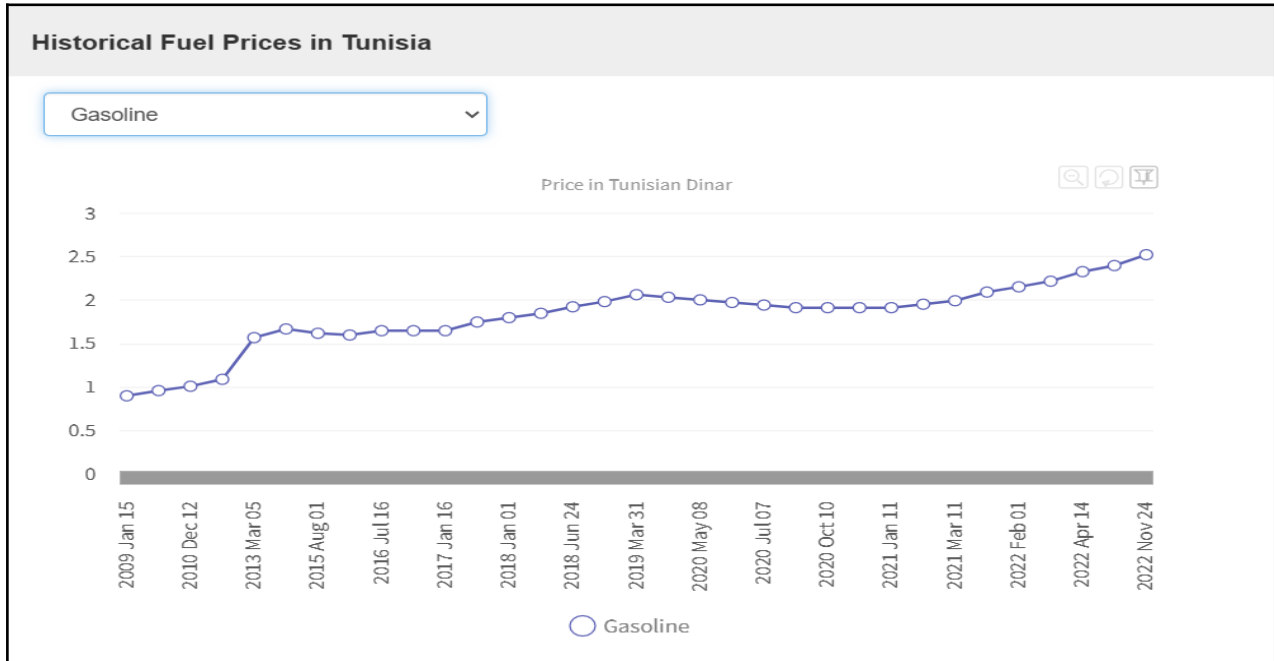
Rising fuel prices in Tunisia have significantly impacted transportation costs, making carpooling an increasingly attractive option for cost-conscious commuters. As of November 25, 2024, the price of octane-95 gasoline in Tunisia was 2.525 Tunisian Dinar (TND) per liter.



This reflects a steady increase over recent years; for instance, in June 2023, the average petrol price was 2.53 TND per liter, marking an 8.6% rise from the same month in the previous year. <https://www.statista.com/statistics/1403527/average-price-petrol-tunisia>



The Tunisian government has implemented multiple fuel price hikes to address budget deficits and reduce energy subsidies. In 2022 alone, fuel prices were raised several times, with a notable 3% increase in September 2022, bringing the gasoline price to 2.400 TND per liter.



These adjustments are part of broader economic reforms aimed at securing international financial support, such as agreements with the International Monetary Fund.



The upward trend in fuel prices has placed a financial strain on commuters, prompting many to seek more economical transportation alternatives. Carpooling has emerged as a viable solution, allowing individuals to share travel costs and reduce the per-person expense of commuting. This collaborative approach not only alleviates financial burdens but also contributes to environmental sustainability by decreasing the number of vehicles on the road, thereby reducing overall fuel consumption and emissions.

In summary, the consistent rise in fuel prices in Tunisia has heightened transportation costs, leading cost-conscious commuters to consider carpooling as a practical and economical alternative. By sharing rides, individuals can mitigate the impact of fuel price increases on their personal finances while contributing to broader environmental benefits.

Social

Recent surveys, like the ones conducted by the European Investment Bank (EIB), provide compelling evidence of a growing public awareness and concern regarding sustainability. The figures emphasize how climate change and the shift towards renewable energy have become significant aspects of public discourse.

1. Climate Change Impact on Daily Life

- o According to the survey, **84% of respondents state that climate change is already impacting their everyday lives.**
- o This indicates a heightened personal awareness of how environmental changes affect well-being, weather patterns, and local ecosystems, driving individuals to adopt more sustainable practices.

2. Economic Implications of Climate Change

- o The survey reveals that **52% of respondents believe climate change is affecting their income.**
- o Rising costs related to climate impacts—such as energy expenses, agricultural challenges, and extreme weather—have made the economic consequences of unsustainable practices evident, reinforcing the need for proactive solutions.

3. Strong Support for Renewable Energy

- o A striking **83% of respondents believe that renewable energy should be prioritized.**
- o This demonstrates a clear public mandate for a transition to cleaner energy sources, highlighting the alignment between societal awareness and sustainable energy policies.

What This Means for Sustainability Efforts

The statistics reflect a broad societal acknowledgment of the urgency to address environmental issues. Individuals and communities increasingly recognize their role in combating climate change by adopting sustainable habits, supporting renewable energy initiatives, and advocating for systemic changes.

1. **Policy Support:** With overwhelming public support, governments and organizations are incentivized to implement robust environmental policies.

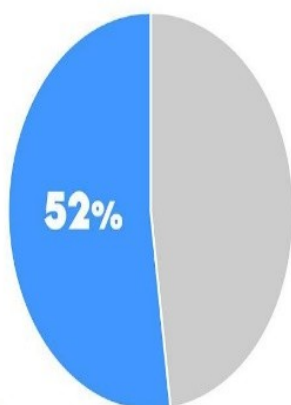
2. **Behavioral Changes:** The awareness translates into shifts in consumption patterns, such as reducing waste, opting for energy-efficient solutions, and using sustainable modes of transportation.
3. **Economic Opportunities:** Businesses that align with sustainability goals—like renewable energy companies, eco-friendly product manufacturers, and green tech innovators—are more likely to gain public trust and investment.

Conclusion

The EIB Climate Survey highlights a societal transformation where individuals are no longer passive observers but active participants in sustainability efforts. The emphasis on renewable energy and acknowledgment of climate impacts suggests that this growing awareness will continue to shape policies, markets, and global priorities for a sustainable future.

EIB Climate Survey

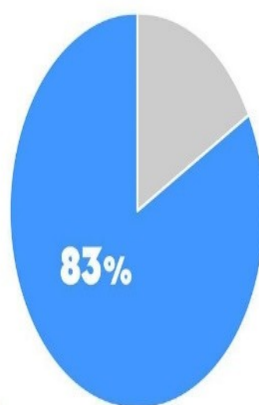
52% say climate change is affecting their income



Source: BVA for the EIB

EIB Climate Survey

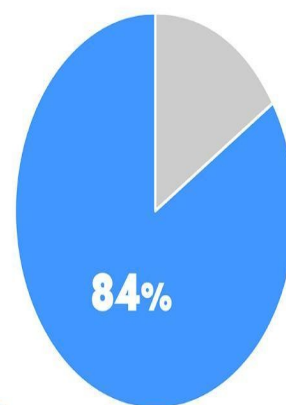
83% say renewable energy should be prioritised



Source: BVA for the EIB

EIB Climate Survey

84% say climate change is already impacting their everyday life



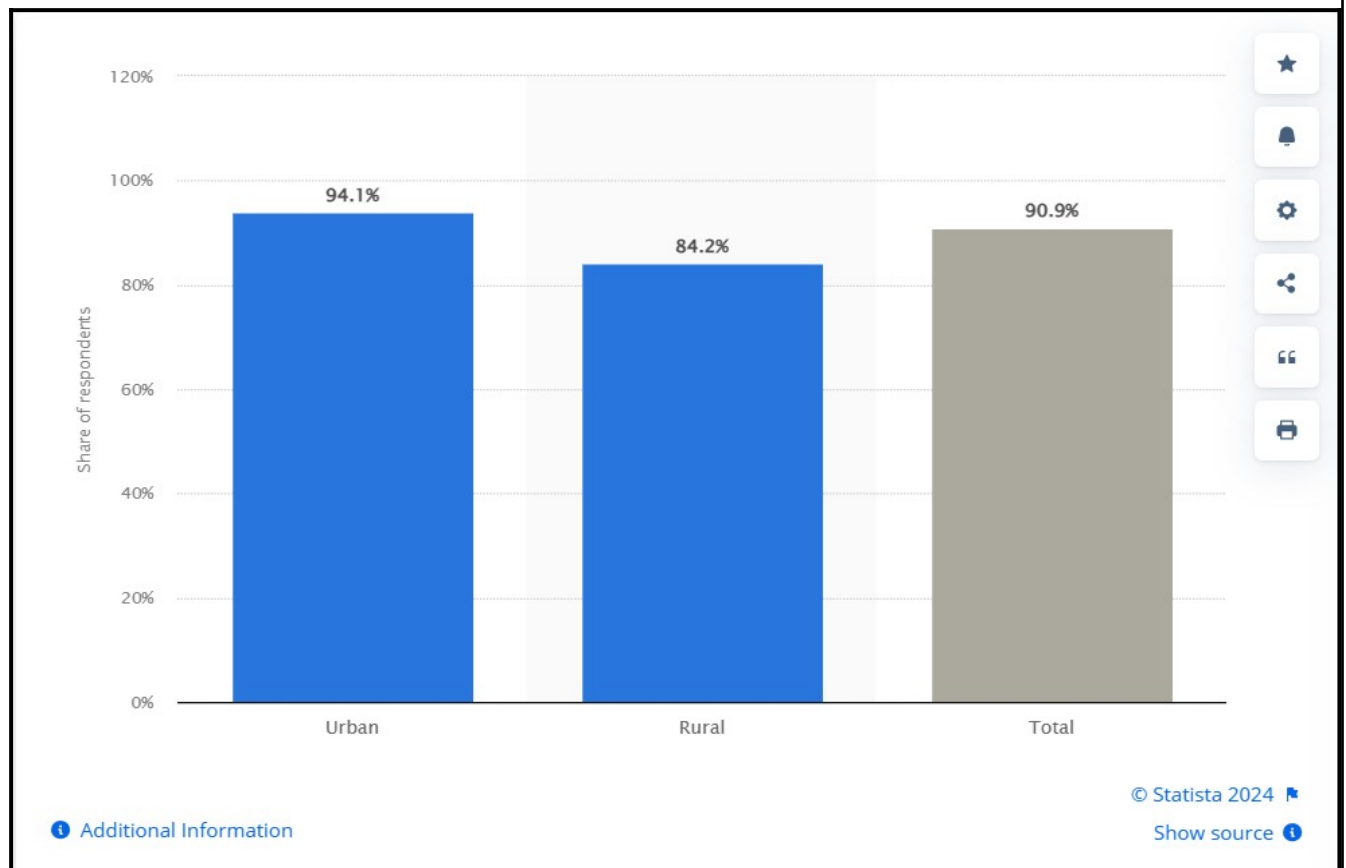
Source: BVA for the EIB

Technological:

Increasing Smartphone and App Usage in Tunisia

Technological advancements have transformed daily life, with smartphones and apps becoming indispensable tools for communication, information access, and service delivery. In Tunisia, the widespread adoption of mobile technology reflects the country's growing digital inclusion, creating opportunities for innovation, particularly in urban and rural areas.

Share of people owning a mobile phone in Tunisia as of 2022, by area of residence



Mobile Phone Ownership in Tunisia: Urban vs. Rural

According to a 2022 report by Statista, the share of mobile phone ownership in Tunisia varies significantly by area of residence:

Urban Areas: Mobile phone ownership reaches a staggering 94.1%, indicating near-universal penetration in cities and towns.

Rural Areas: Ownership is slightly lower at 84.2%, but still reflects a high level of connectivity among rural populations.

Overall: The total share of mobile phone ownership in Tunisia stands at 90.9%, showcasing the country's broad access to mobile technology.

This widespread accessibility highlights the potential of smartphones to serve as a gateway for innovative digital services, including e-commerce, education, healthcare, and transportation.

Implications of Increased Smartphone and App Usage

Urban Areas:

With higher smartphone ownership in urban settings, app-based services like ride-sharing, carpooling, and digital marketplaces have significant potential for growth. The convenience of accessing these services via apps appeals to the tech-savvy urban population.

Rural Areas:

Although slightly lower, smartphone ownership in rural areas remains robust. This provides an opportunity to bridge the urban-rural divide by offering tailored digital solutions that address rural-specific challenges, such as access to healthcare and transportation.

Economic Development:

Increased smartphone penetration boosts economic growth by enabling businesses to reach more customers through digital platforms. Small and medium enterprises (SMEs) can expand their reach using apps, while individuals can access job opportunities, training, and financial services online.

Social and Environmental Impact:

The rise of mobile technology also supports sustainability by promoting the adoption of eco-friendly practices. For instance, carpooling apps can reduce traffic congestion and emissions, aligning with Tunisia's environmental goals.

The Role of Mobile Technology in Tunisia's Future

The high rate of mobile phone ownership in Tunisia demonstrates a strong foundation for technological innovation. By leveraging smartphones and apps, the country can address various socio-economic challenges, foster inclusivity, and drive sustainable development. With urban areas acting as hubs for tech adoption and rural areas steadily catching up, Tunisia has the potential to achieve digital transformation across all regions.

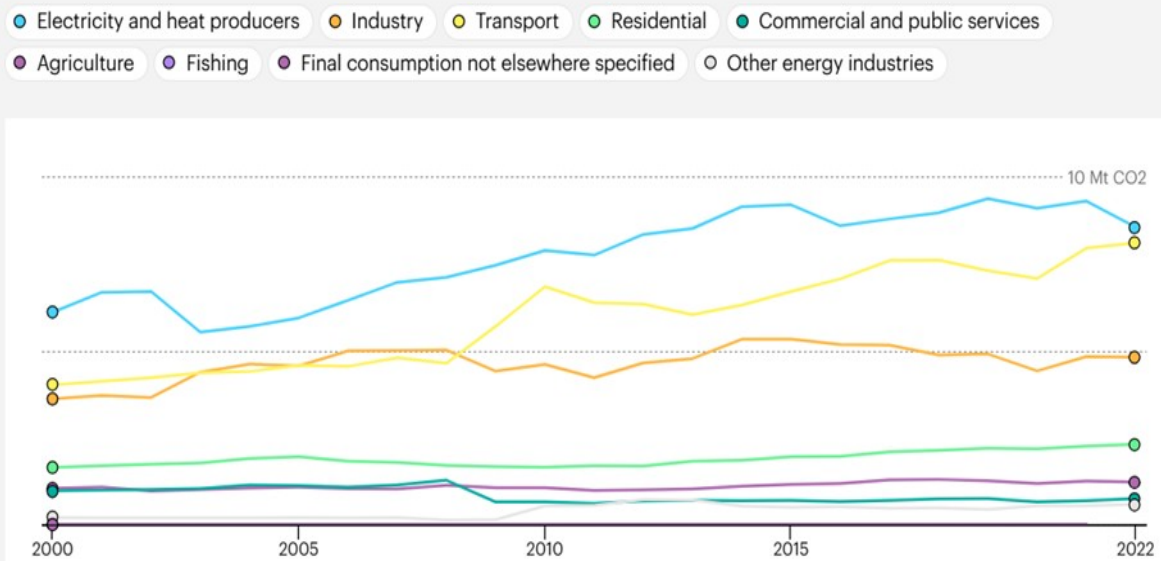
In conclusion, the growing prevalence of mobile technology in Tunisia is a critical enabler of progress. It empowers individuals, bridges geographical divides, and creates pathways for smarter, more sustainable solutions, paving the way for a digitally connected future.

Environmental:

Environmental Benefits of Carpooling: Reducing CO2 Emissions

Transportation remains one of the largest contributors to global CO2 emissions, and in Tunisia, the transport sector accounts for **31% of total energy-related CO2 emissions**, as highlighted in the uploaded graph titled *CO2 Emissions by Sector, Tunisia, 2022*. The graph demonstrates how transportation is second only to electricity and heat production, underscoring the need for urgent interventions like carpooling to address environmental challenges.

Evolution of CO2 emissions by sector in Tunisia since 2000



Electricity and heat producers
33%
 of total energy-related CO2 emissions

Transport
31%
 of total energy-related CO2 emissions

CO2 emissions by sector, Tunisia, 2022



Evolution of CO2 emissions by sector in Tunisia since 2000



How Carpooling Reduces CO2 Emissions

1. Reducing the Number of Vehicles on the Road

Carpooling consolidates multiple passengers into a single vehicle, which significantly reduces the total number of vehicles on the road. This is evident from the *Scenario vs. CO2 Emissions* graph, which shows that as carpooling adoption increases (10%, 25%, 50%), CO2 emissions drop from 100 metric tons (no carpooling) to just 50 metric tons at 50% adoption. This direct relationship highlights carpooling's potential to mitigate emissions efficiently.

2. **Improved Fuel Efficiency Per Person**

Sharing a single car among multiple passengers optimizes fuel usage and emissions on a per-person basis. As the *Commuting Carbon Emissions by Mode* graph illustrates, carpooling ranks among the most environmentally friendly transportation options, emitting far less CO2 per passenger kilometer compared to private vehicles, taxis, and even small cars. This makes it a more sustainable alternative for everyday commuting.

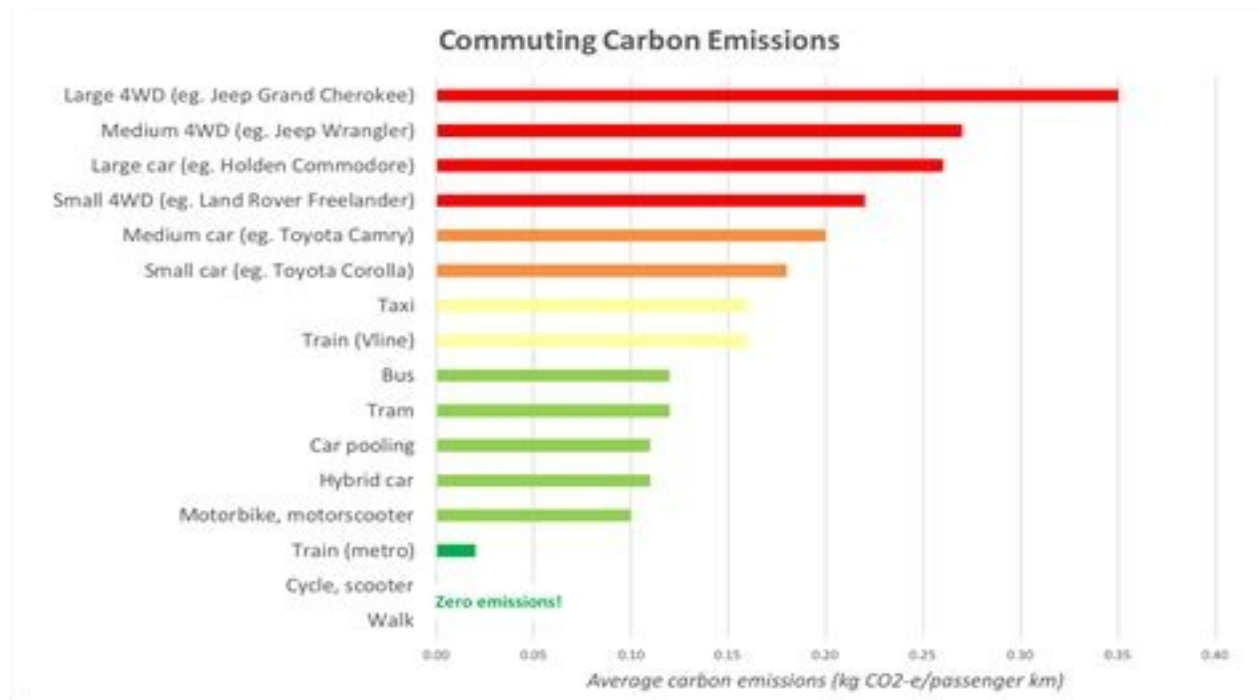
3. **Decreasing Traffic Congestion**

Fewer vehicles on the road due to carpooling also lead to reduced congestion, which, in turn, lowers idle times and unnecessary fuel combustion. This aligns with the *Evolution of CO2 Emissions by Sector in Tunisia since 2000* graph, which shows a steady rise in transport emissions over two decades. Widespread carpooling could reverse this upward trend by addressing one of its root causes—excessive individual vehicle use.

Scenario	CO2 Emissions (Metric Tons)
No Carpooling	100
10% Carpool Adoption	90
25% Carpool Adoption	75
50% Carpool Adoption	50

Quantifying the Impact

As the data from the *CO2 Emissions Trend, 2022* graph shows, Tunisia’s CO2 emissions from fuel combustion reached **26.389 million metric tons** in 2022, representing a **50% increase since 2000**. This rapid growth highlights the pressing need for interventions like carpooling. By adopting shared mobility at scale, Tunisia can reduce transport-related emissions and slow the overall growth of its carbon footprint.



In Conclusion

Carpooling offers a powerful solution to reducing CO₂ emissions in the transportation sector. It is not only an effective way to cut emissions but also contributes to lowering traffic congestion, improving fuel efficiency, and promoting sustainable urban development. By aligning with such strategies, Tunisia can take meaningful steps toward achieving its climate goals and fostering a cleaner, greener future.

Legal:

In Tunisia, the legality of carpooling hinges on compliance with specific regulations, particularly concerning financial transactions between drivers and passengers. According to Law No. 2004-33 of April 19, 2004, which governs land transport, engaging in paid carpooling without proper authorization is considered unauthorized passenger transport and is strictly prohibited. However, unpaid carpooling, where no financial compensation is exchanged, is permitted under this law.

Legal framework of the app(following legal framework of carpooling apps in Tunisia like Split)

Cost Sharing Without Profit: The app's algorithm calculates passenger contributions based on vehicle type, distance, and other variables, ensuring that payments cover only the driver's expenses (such as fuel and maintenance) without generating profit. This approach aligns with legal requirements that permit cost-sharing as long as it doesn't constitute a commercial activity

Transparent Transactions: The platform manages all financial transactions through an integrated wallet system, providing clear records of payments and ensuring transparency. This system helps demonstrate that payments are strictly for cost-sharing purposes, not for profit

User Verification: the app verifies user identities by requesting official documents during registration, enhancing trust and safety among users. This verification process ensures that all participants are accountable, which is crucial for legal compliance

Swot Analysis

Strengths

1. Affordability:

- Offers 30-40% cheaper rides compared to competitors like Bolt and inDrive.

calculated cost comparison for a 10 km ride in Tunisia:

Bolt/InDrive (Standard): Approximately 15 TND for a 10 km ride.

Bolt/InDrive (Surge Pricing): Can rise to about 22.5 TND during peak hours.

Wassalni (40% Cheaper): Estimated cost is 9 TND.

Wassalni (30% Cheaper): Estimated cost is 10.5 TND.

- Transparent pricing with no surge fees builds trust among users.

2. Sustainability Focus:

- o Promotes eco-friendly transportation by reducing CO₂ emissions through carpooling.

- o Appeals to environmentally conscious users and aligns with Tunisia's CO₂ reduction goals.
 - 3. Localized Approach:
 - o Focuses on serving both urban and rural areas, unlike competitors.
 - o Active engagement of communities with local Facebook groups (*Mauvais Plan Bon Plan, J'ai Testé Pour Vous*).
 - 4. Nationwide Reach:
 - o Offers a solution tailored to Tunisia's commuting challenges by addressing underserved regions.
-

Weaknesses

1. New Market Entrant:
 - o Limited brand recognition compared to established competitors.
 2. Adoption Challenges:
 - o Convincing users to switch from established ride-hailing services or private transport to a new carpooling model.
 3. Legal Ambiguity:
 - o Ride-sharing laws in Tunisia remain unclear, posing operational risks.
-

Opportunities

1. Competitor Shortcomings:
 - o Bolt and inDrive face criticism for:
 - High pricing due to surge and dynamic models.
 - Poor service reliability, including delays and unprofessional drivers.
 - o Users frequently voice dissatisfaction on social media platforms.
 - o Public transport became dangerous.
2. Eco-Conscious Demand:
 - o Rising awareness about environmental sustainability creates demand for eco-friendly commuting solutions.

Number of car sharing users worldwide from 2017 to 2023 with a forecast through 2029 (in millions)



3. High Transportation Costs:

- Public transport fares, combined with additional charges and unreliable services, burden daily commuters.
- Private transportation (taxis and ride-hailing services) is expensive due to taxes and surge pricing.

Taxi fare (2024)

Base fee (day)	0.6TND
Price per KM	1 TND
Waiting time per hour	12.5TND

Taxi rate calculation example

Let's say you want to get from your hotel to Tunis city center and the ride is 5km. You're traveling by day and you have 1 luggage. Your total price will be 5.6 TND.



Popular taxi routes from Tunis

Tunis → Sfax	270 TND
Tunis → Sousse	150 TND
Tunis → Nabeul	71 TND

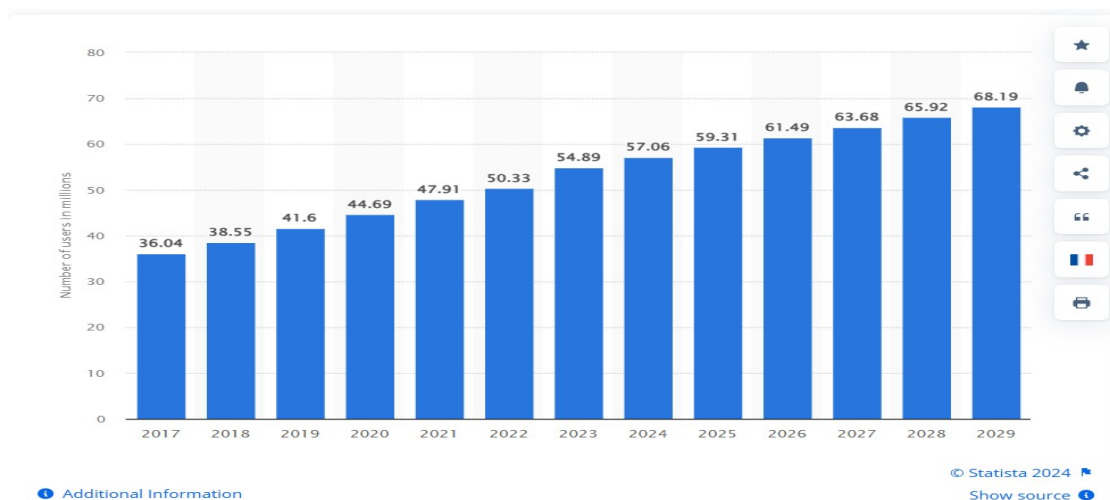
4. Poor Public Transportation System:

- o Tunisia's metro and bus services are known for delays, overcrowding, and lack of maintenance, leaving users dissatisfied.
- o Wassalni provides a reliable and affordable alternative for daily commutes.

5. Competitor Analysis:

- o Existing platforms such as those listed on [Flashmode](#) highlight that carpooling services have a growing market presence.

Number of car sharing users worldwide from 2017 to 2023 with a forecast through 2029(in millions)



- o Wassalni can differentiate itself by focusing on seamless technology, localized engagement, and eco-sustainability.

Threats

1. Regulatory Barriers:

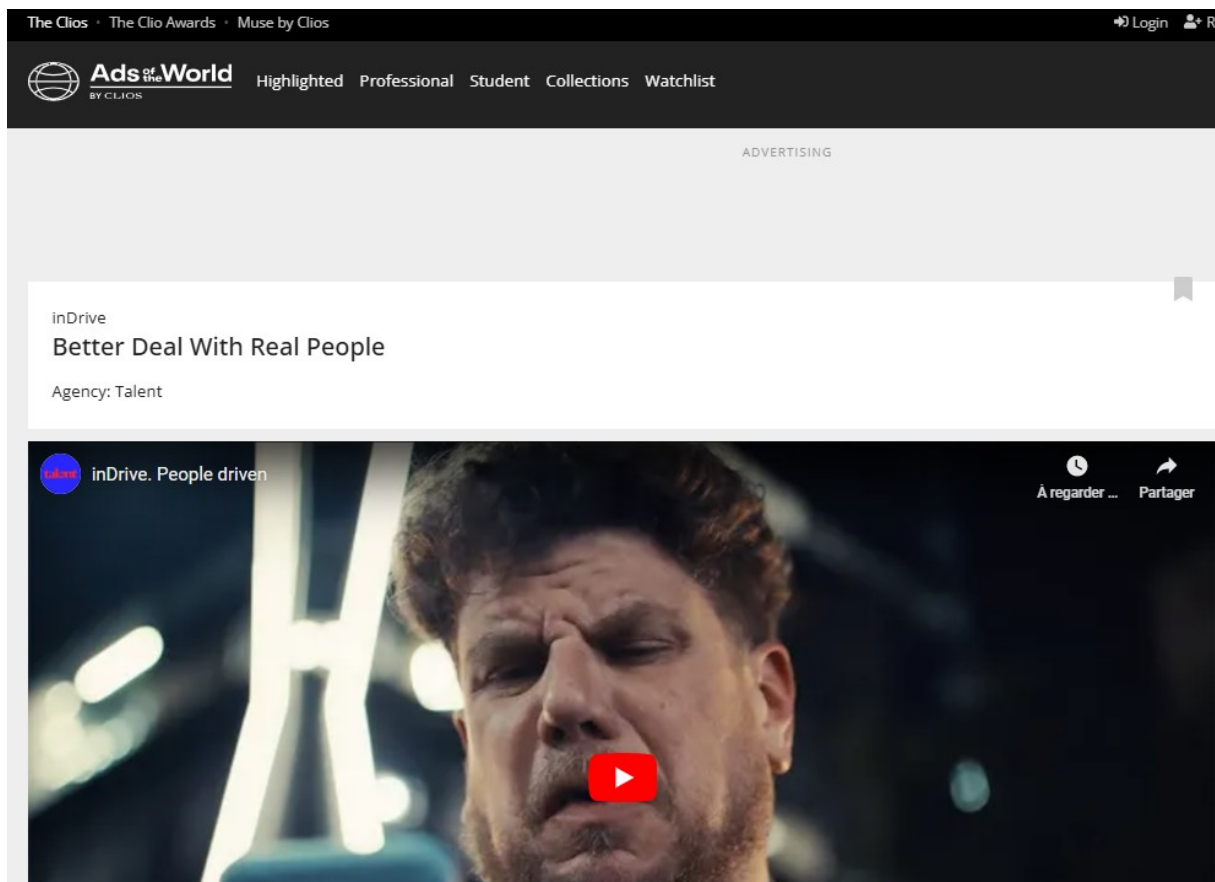
- o Lack of specific carpooling legislation could create hurdles for expansion.

2. Competitor Retaliation:

- o Existing competitors listed in Flashmode (Tawsila, local carpooling groups...) and services like Bolt and inDrive and split might introduce aggressive pricing or marketing strategies.

For instance, inDrive launched its "Better Deal With Real People" campaign across 31 territories in 19 languages, emphasizing personalized pricing and direct negotiation between drivers and passengers.

<https://www.adsoftheworld.com/campaigns/better-deal-with-real-people>



Similarly, Bolt introduced a flexible pricing system allowing passengers to offer higher fares during peak demand, aiming to reduce wait times and attract more drivers.

<https://techcabal.com/2024/05/24/bolt-introduces-bidding-system-to-ease-ride-shortages>

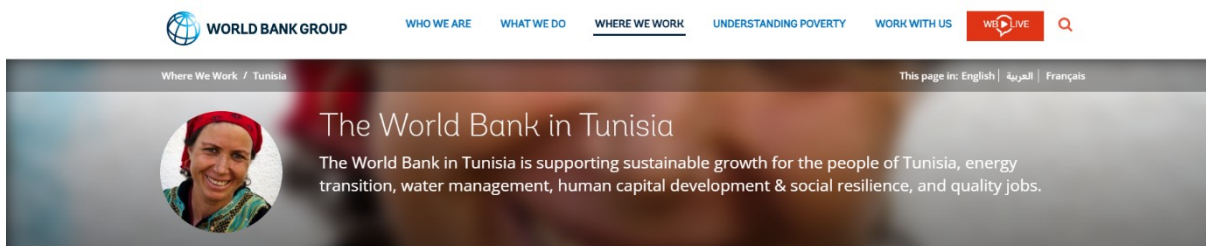


3. Economic Instability:

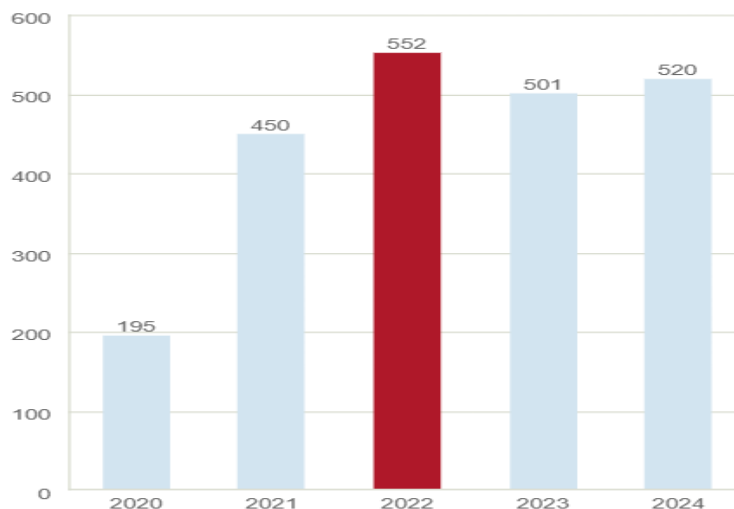
- o Tunisia's economic challenges could limit user spending power even for affordable solutions.

Tunisia's economic instability has significantly impacted the spending power of its citizens. The country's economic growth has been sluggish, with GDP growth averaging only 1.7% between 2011 and 2019, a decline from the 3.5% average between 2000 and 2011.

[Banque mondiale](#)



Tunisia : Commitments by Fiscal Year (in millions of dollars)*



*Amounts include IBRD and IDA commitments

This stagnation has been exacerbated by rising inflation, which increased from 6.7% in January 2022 to 8.1% in June 2022, eroding household purchasing power.

[Banque mondiale](#)



Additionally, Tunisia's fiscal deficit is projected to reach 9.1% in 2022, up from 7.4% in 2021, leading to increased taxes and reduced public spending, further straining household finances.

[Banque mondiale](#)

These economic challenges have resulted in a decline in consumer spending, with household consumption expenditure decreasing by 0.87% from 2021 to 2022.

[Macrotrends](#)

Tunisia Consumer Spending 1965-2024

Population	Economy	Trade	Health	Education	Development	Labor Force	Environment	Crime	Immigration	Other
GDP	GDP Growth Rate	GDP Per Capita	GNI	GNI Per Capita	Debt to GDP	GNP	Inflation Rate	Economic Growth	Manufacturing	
Household final consumption expenditure (formerly private consumption) is the market value of all goods and services, including durable products (such as cars, washing machines, and home computers), purchased by households. It excludes purchases of dwellings but includes imputed rent for owner-occupied dwellings. It also includes payments and fees to governments to obtain permits and licenses. Here, household consumption expenditure includes the expenditures of nonprofit institutions serving households, even when reported separately by the country. Data are in current U.S. dollars. - Tunisia consumer spending for 2023 was \$37.86B, a 10.65% increase from 2022. - Tunisia consumer spending for 2022 was \$34.22B, a 0.87% decline from 2021. - Tunisia consumer spending for 2021 was \$34.52B, a 9.73% increase from 2020. - Tunisia consumer spending for 2020 was \$31.46B, a 4.53% increase from 2019.										

The combination of slow economic growth, high inflation, and fiscal deficits has diminished the spending power of Tunisian households, affecting their ability to afford goods and services.

Tunisia Consumer Spending - Historical Data			
Year	Spending	Per Capita	Growth Rate
2023	\$37.86B	\$2,904	1.45%
2022	\$34.22B	\$2,886	2.17%
2021	\$34.52B	\$2,846	2.35%
2020	\$31.46B	\$2,804	-2.08%
2019	\$30.09B	\$2,890	2.31%
2018	\$30.54B	\$2,852	0.29%
2017	\$30.34B	\$2,873	1.74%
2016	\$31.63B	\$2,855	2.91%
2015	\$32.41B	\$2,805	3.20%
2014	\$34.70B	\$2,748	4.10%
2013	\$33.20B	\$2,670	3.00%
2012	\$31.68B	\$2,621	4.40%
2011	\$32.02B	\$2,543	4.14%
2010	\$29.17B	\$2,473	38.91%

4. User Trust and Behavior:

- o Changing user habits and ensuring trust in carpooling for safety and reliability.

Target Audience

positive personas :



Name

mohamed

Age

18 to 24 years

Highest Level of Education

baccalaureate/Bachelor d

Social Networks



They Gain Information By

facebook
Instagram
Friends

occupation

University Student
in Business Studies at ESB in Ariana
Soghra

Preferred Channels:

- Discovering services through trusted Facebook groups and Instagram stories.
- Prefers recommendations and reviews by other students and travelers.

location

Location: Jerba, Tunisia

goals:

1. Minimize travel expenses while ensuring comfort.
- Spend more time focusing on studies and less time worrying about travel logistics.
 - Find a community or travel group to make journeys enjoyable.

pain points

- High costs associated with traditional transportation methods.
- Limited options for comfortable and efficient travel.
- Discomfort and fatigue from long, poorly managed journeys.

Needs:

Good company to make long trips enjoyable.
Comfortable seating for extended periods of travel
Affordable and reliable transportation options for long-distance travel.



Goals or Objectives

- Find a transportation solution that prioritizes safety and comfort.

Demographics:

- Male, living in Kairouan with limited mobility due to health concerns



Preferred Method of Communication

- Phone
- Email
- Text Messaging
- Face-To-face

Tools They Need to Do Their Job

- CRM Software
- Email

Name

amira

Job Title

marketing specialist

Age

30 to 45 years

Highest Level of Education

Professional degree (e.g. M

Social Networks



Industry

Marketing

Organization Size

201-500 employees

They Gain Information By

facebook
email
researches

Goals or Objectives

- Find a cost-effective commuting solution.
- Save time and ensure punctuality for her job.
- Reduce the stress associated with daily travel.

Additional Preferences:

- Prefers to ride with female drivers or passengers for safety and comfort.
- Values the ability to choose her travel companions for a more secure and personalized experience.

pain points/challenges

- Limited availability of taxis, especially during rush hours.
- High costs of ride-hailing services like Bolt and inDrive.
- Lack of reliable public transportation options on her trajectory.
- Limited social media usage but relies on recommendations from family and trusted communities.
- Occasionally browses Facebook for reviews or local service recommendations.

Negative personas :



Name

hana

Job Title

teacher

Age

35 to 50

Highest Level of Education

Less than a high school dip

Social Networks



location

Location: Lives in Ariana, works in Manouba

demographics

- Budget-conscious individual who relies heavily on public transportation.
- Prefers buses, metro, or trains for commuting.

Reasons for Exclusion:

- Satisfied with existing public transport options due to their low cost.
- Unlikely to pay for carpooling or ride-sharing services

Add New Section +

Marketing Objectives

The marketing objectives for Wassalni are critical to defining its success as a carpooling app and addressing Tunisia's transportation challenges. Each objective is designed to contribute to user acquisition, engagement, and satisfaction while building a foundation for sustainable growth. Here is a detailed explanation of these objectives:

1. Achieve 10,000 Downloads within 3 Months

The first key objective is to ensure that 10,000 users download the Wassalni app within the first three months of launch. This target is fundamental to establishing a robust user base, creating a pool of active drivers and passengers, and ensuring the app's visibility in the competitive market.

Achieving this milestone demonstrates the market demand for Wassalni and validates its potential as a carpooling solution. This objective focuses on reaching the initial audience who will serve as early adopters, providing valuable feedback and helping the platform gain traction.

This objective aligns with the hypothesis that rapid adoption in the early stages of launch creates a network effect, where a larger user base attracts more participants, ultimately enhancing the value of the app for all users.

2. Ensure 2,000 Daily Rides by 6 Months

By the sixth month, Wassalni aims to reach 2,000 daily rides, emphasizing active engagement between drivers and passengers. This metric is crucial for demonstrating the operational effectiveness of the app, including ride-matching algorithms, user experience, and service reliability.

This objective focuses on converting passive app users into active participants. It reflects the success of building an ecosystem where there are enough drivers to meet passenger demand and sufficient demand to incentivize drivers. Achieving this level of daily rides also highlights Wassalni's ability to address transportation gaps in Tunisia effectively.

The underlying hypothesis here is that once users experience the convenience and cost-effectiveness of Wassalni, their repeated engagement will drive ride volumes organically, further supported by targeted retention initiatives.

3. Maintain 80% Customer Satisfaction After the First Year

The third objective, and perhaps the most important for long-term success, is to achieve and maintain an 80% customer satisfaction rate after the first year. High satisfaction levels indicate that users find the service reliable, safe, and valuable. This metric is key to building user loyalty and ensuring that Wassalni becomes a trusted platform in the market.

This objective covers multiple aspects, including:

User Experience: A seamless, intuitive app interface with clear ride-matching and payment systems.

Safety and Trust: Features such as driver verification, real-time tracking, and emergency support systems.

Customer Support: Proactive problem-solving through accessible and responsive customer service.

High satisfaction levels encourage word-of-mouth promotion, user retention, and long-term growth. The hypothesis is that consistent attention to user needs, coupled with continuous improvement based on feedback, will foster loyalty and maintain satisfaction above 80%.

Conclusion

These objectives provide a roadmap for the early stages of Wassalni's journey as a carpooling app. By focusing on rapid user acquisition, consistent daily activity, and high customer satisfaction, Wassalni can establish itself as a reliable and sustainable solution for transportation in Tunisia. Each objective is designed to build on the previous one, ensuring the app achieves sustainable growth and a strong position in the market.

Marketing Strategies

The marketing strategy for Wassalni revolves around the **4Ps**: Product, Price, Place, and Promotion. This framework ensures that every aspect of the app's offering aligns with the target audience's needs and contributes to achieving the marketing objectives. Here's how Wassalni's marketing strategy is structured:

Product Strategy

Wassalni's product strategy focuses on delivering a superior user experience through innovative features, robust safety measures, and a commitment to eco-friendliness. By addressing user needs and preferences while planning for future enhancements, Wassalni ensures its position as a leading carpooling app in Tunisia. Below is a detailed breakdown:

1. Core Service

At its core, Wassalni provides a cost-effective and environmentally conscious carpooling platform:

Affordable Carpooling: The app connects drivers and passengers to share commuting costs, making transportation accessible for all income levels.

Eco-Friendly Solution: Wassalni's mission to reduce CO₂ emissions through shared mobility aligns with global sustainability goals, attracting eco-conscious users.

Objective: To provide an efficient, affordable, and sustainable commuting solution that addresses Tunisia's transportation challenges.

2. Key Features

To ensure user satisfaction and safety, Wassalni offers innovative features that enhance the carpooling experience:

Ride Customization:

Users can customize their rides based on preferences like shared or private trips, preferred routes, and carpool companions.

Safety Features:

Verified user profiles and driver background checks build trust.

Emergency assistance features, such as an in-app SOS button and real-time ride tracking, ensure passenger security.

Eco-Impact Tracker:

Users can view their CO₂ savings per ride, reinforcing the environmental benefits of carpooling. This feature motivates users by showcasing their contributions to sustainability.

Rewards Program:

A gamified system where users earn points for completed rides. Points can be redeemed for discounts, fostering loyalty and encouraging frequent use.

Objective: To differentiate Wassalni by offering user-centric and safety-first features that build trust and enhance engagement.

3. Future Additions

Wassalni's commitment to continuous improvement includes plans for future feature enhancements:

Scheduled Recurring Rides:

Allow users to pre-schedule regular commutes, such as daily trips to work or university, streamlining the carpooling process.

Business Partnerships:

Collaborate with local businesses to offer loyalty perks, such as discounts at partner stores for regular riders. This integration adds value to the user experience.

Real-Time Tracking:

Enhance transparency and safety with real-time tracking for both drivers and passengers, ensuring users can monitor ride progress seamlessly.

Objective: To stay ahead of user expectations and improve the app's functionality, making it more versatile and appealing to a broader audience.

Conclusion

Wassalni's product strategy focuses on delivering affordable, eco-friendly, and user-focused carpooling solutions. By emphasizing safety, sustainability, and continuous innovation, Wassalni not only meets current user needs but also positions itself for long-term success in Tunisia's mobility landscape. This strategy reinforces Wassalni's vision of transforming commuting while fostering environmental responsibility.

Element	Details
Core Service	Affordable and eco-friendly carpooling app connecting drivers with passengers.
Key Features	- Ride customization for preferences like shared rides and routes. - Safety features: Verified profiles and emergency assistance. - Eco-Impact Tracker: CO₂ savings displayed to users. - Rewards Program: Earn points for rides, redeemable for discounts.
Future Additions	- Scheduled recurring rides. - Partnerships with local businesses offering loyalty perks. - Integration of a real-time tracking feature for drivers and passengers.

Price Strategy

Wassalni's pricing strategy is a cornerstone of its mission to provide affordable, convenient, and sustainable transportation solutions in Tunisia. By offering competitive pricing models and incentives, Wassalni aims to attract a broad user base, encourage frequent usage, and differentiate itself from traditional ride-hailing services. Below is an in-depth look at the key elements of this strategy:

1. Affordable Pricing

Wassalni positions itself as a cost-effective alternative to traditional transportation apps by offering rides that are **30-40% cheaper** than competitors like Bolt and inDrive.

- **Cost Savings through Carpooling:** By enabling multiple passengers to share a single ride, the cost per passenger decreases significantly. This shared expense model not only makes rides more affordable but also promotes resource efficiency.
- **Flexible Pricing for Intercity Routes:** For longer journeys between cities, Wassalni offers flexible pricing options that cater to various budgets. This flexibility ensures that passengers can choose rides that best fit their financial needs while still enjoying the convenience of carpooling.

Hypothesis: By providing substantially lower prices, Wassalni will attract price-sensitive customers and gain a competitive edge in the market, leading to increased adoption and loyalty.

2. Dynamic Discounts

To stimulate user acquisition and encourage existing users to remain active, Wassalni implements dynamic discount strategies:

- **First-Time User Discounts:** New users receive attractive incentives, such as **50% off their first ride**. This initial discount lowers the barrier to entry, allowing users to experience the benefits of Wassalni with minimal financial commitment.
- **Referral Rewards:** Both the inviter and the invitee are rewarded when a current user refers someone new to the platform. Rewards may include ride credits or additional discounts, fostering a community-driven growth model and leveraging word-of-mouth marketing.

Hypothesis: Dynamic discounts will not only boost the number of app downloads but also enhance user engagement and retention by providing immediate and tangible value.

3. Subscription Model

Understanding the needs of frequent commuters, Wassalni introduces a **monthly pass subscription**:

- **Unlimited Rides within a Fixed Radius:** Subscribers can enjoy unlimited rides within a specified area or along particular routes for a flat monthly fee. This model is ideal for daily commuters who can significantly reduce their overall transportation costs.

- **Convenience and Predictability:** A subscription offers users the convenience of not having to worry about individual ride payments, promoting hassle-free commuting experiences.

Hypothesis: The subscription model will encourage regular usage among frequent travelers, ensuring a steady revenue stream and fostering long-term user relationships.

4. Competitive Edge

Wassalni differentiates itself through unique pricing advantages that enhance user trust and satisfaction:

- **Transparent Pricing with No Surge Fees:** Unlike many ride-hailing services that increase prices during peak hours or high-demand periods, Wassalni maintains consistent pricing. Users can expect the same fair rates regardless of external factors, which builds trust and reliability.
- **Group Ride Discounts:** Special discounts are offered for groups, such as families or friends traveling together. By reducing the per-person cost for group bookings, Wassalni encourages collective travel, further optimizing vehicle occupancy and reducing environmental impact.

Hypothesis: Offering transparent and consistent pricing without hidden fees will position Wassalni as a trustworthy alternative in the market, attracting users who value fairness and predictability.

Conclusion

Wassalni's comprehensive pricing strategy is designed to make sustainable transportation accessible to a wide audience in Tunisia. By focusing on affordability, dynamic incentives, and unique competitive advantages, the app not only attracts new users but also encourages frequent and continued use.

This strategy supports Wassalni's overarching goals of reducing transportation costs for commuters, promoting eco-friendly travel habits, and ultimately, leading the movement towards sustainable commuting across Tunisia. By delivering exceptional value through its pricing, Wassalni aims to establish itself as the preferred choice for cost-conscious and environmentally aware travelers.

Element	Details
Affordable Pricing	- 30-40% cheaper than traditional apps like Bolt and inDrive. - Flexible pricing for intercity routes.
Dynamic Discounts	- First-time user discounts (e.g., 50% off). - Referral rewards for both inviter and

	invitee.
Subscription Model	Monthly pass for frequent users offering unlimited rides within a fixed radius.
Competitive Edge	- Transparent pricing with no surge fees. - Group ride discounts for families or friends.

Place Strategy

Place Strategy for Wassalni

The place strategy for Wassalni focuses on ensuring accessibility and visibility in both physical and digital spaces. By strategically targeting key regions, establishing a strong online presence, and integrating into local communities, Wassalni aims to maximize its reach and create a robust network of users. Below is a detailed breakdown:

1. Regional Focus

To create a strong user base and address transportation challenges effectively, Wassalni will prioritize key urban centers during its initial launch phase:

Urban Centers: Focus on high-demand areas like Tunis, Sousse, and Sfax, where commuting issues such as congestion and high transportation costs are most pressing. These cities have large populations of daily commuters, making them ideal markets for carpooling adoption.

Gradual Expansion: After establishing a foothold in urban areas, Wassalni will expand to underserved rural areas, addressing the lack of reliable transportation options. This phased approach allows the platform to scale efficiently while meeting the needs of different communities.

2. Online Presence

A strong online presence is crucial for reaching Wassalni's tech-savvy target audience. The app will be accessible and easy to use on multiple platforms:

Mobile App Distribution:

Available for download on Google Play and the Apple App Store, ensuring compatibility across Android and iOS devices.

Regular updates to improve app functionality and user experience.

Social Media Engagement:

Active presence on platforms like Facebook, Instagram, and TikTok to engage with users and promote the app.

Use of Hootsuite to schedule posts, monitor performance, and interact with followers consistently.

The combination of app availability and strategic social media activity ensures that Wassalni remains visible and accessible to its target audience.

3. Community Integration

Community partnerships play a vital role in building trust and encouraging adoption of Wassalni:

Collaborations with Universities and Offices:

Partner with local universities to promote Wassalni as an affordable and eco-friendly commuting solution for students and faculty.

Work with corporate offices to integrate carpooling into employee commute programs, offering incentives for participation.

Facebook Group Engagement:

Collaborate with popular local groups like Mauvais Plan Bon Plan to promote carpooling, share testimonials, and build awareness. These groups are active hubs for commuters seeking reliable and affordable travel options.

Conclusion

Wassalni's place strategy combines targeted regional focus, robust online presence, and deep community integration to ensure maximum accessibility and visibility. By starting with key urban centers and leveraging online and offline networks, Wassalni can build a strong, loyal user base while expanding strategically into new markets. This approach not only enhances convenience for users but also establishes Wassalni as a trusted and reliable transportation solution across Tunisia.

Element	Details
Regional Focus	- Target urban centers (Tunis, Sousse, Sfax) initially. - Gradually expand to underserved rural areas.
Online Presence	- App available on Google Play and Apple App Store. - Active engagement on Facebook, Instagram, and TikTok using Hootsuite for consistent scheduling and monitoring.

Community Integration	- Collaborate with local universities and offices for promotions. - Partner with Facebook groups like Mauvais Plan Bon Plan.
Outreach	- Localized campaigns at commuter hubs (bus stations, universities, business districts). - Branded kiosks and posters for visibility.

Promotion Strategy

Promotion Strategy for Wassalni

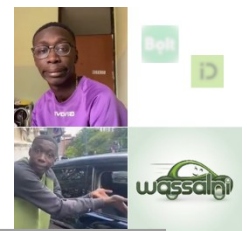
Wassalni's promotion strategy is designed to create awareness, drive app downloads, and foster user engagement by leveraging a mix of digital and community-focused marketing tactics. Below is a detailed breakdown of the key elements of the strategy:

Slogan

Crafting impactful slogans is key to building brand recognition and resonating with the target audience. Wassalni's slogans highlight its affordability and convenience:

- **"Why overpay? Ride smarter with Wassalni!"**
- **"Say goodbye to crowded buses – Wassalni's got you covered!"**

These slogans emphasize the app's value proposition—affordable, eco-friendly, and hassle-free commuting.



Search Engine Advertising (SEA)

To boost visibility and capture search intent, Wassalni will implement an SEA strategy:

- **Keyword Optimization:** Use tools like **SEMrush** to identify high-performing keywords such as '*Affordable carpooling in Tunisia*' and '*Eco-friendly transportation*'.
- **Google Ads Campaigns:** Optimize ad spend using SEMrush insights for cost-per-click (CPC) and click-through-rate (CTR) analysis. This ensures maximum ROI for ads targeting relevant audiences.

Email Marketing

Wassalni will leverage automated email campaigns to nurture user engagement and drive retention:

- **Welcome Email:** Introduce new users to the app with a personalized welcome email and offer a promo code (e.g., **50% off the first ride**).
 - **Monthly Impact Reports:** Showcase user contributions to savings and CO₂ reduction to reinforce Wassalni's environmental mission and foster a sense of community impact.
 - **Referral Campaigns:** Encourage users to invite friends with rewards such as ride credits or discounts for successful referrals. This turns satisfied users into brand advocates.
-

Social Media

Social media is integral to Wassalni's strategy for reaching and engaging with its target audience:

- **Platforms:** Focus on **Facebook**, **Instagram**, and **TikTok** for their high engagement rates among Tunisian users.
 - **Interactive Posts:** Schedule polls, challenges, and contests using tools like **Hootsuite**. For example, the **#EcoRideChallenge** can encourage users to share stories of their sustainable commuting journeys.
 - **Influencer Collaborations:** Partner with TikTok creators and eco-conscious influencers to promote Wassalni's affordability and environmental mission. These partnerships can amplify visibility and build trust.
-

Community Engagement

Building relationships within communities fosters trust and increases word-of-mouth adoption:

- **Facebook Group Partnerships:** Collaborate with popular groups like *Mauvais Plan Bon Plan* and *Covoiturage en Tunisie* to introduce Wassalni to active online communities.
 - **Eco-Events:** Host events promoting sustainability, offering **free rides for participants** to demonstrate Wassalni's practicality and eco-friendly mission.
-

Content Marketing

Content marketing will position Wassalni as an industry leader in sustainable commuting:

- **User Success Stories:** Share testimonials and real-life experiences of Wassalni users to build emotional connections with potential users.
- **Trending Content:** Use **SEMrush** to identify trending topics relevant to carpooling, sustainability, and cost-effective commuting, creating blog posts, videos, and infographics to drive engagement.

Call-to-Action (CTA)

Clear and compelling CTAs encourage users to take immediate action. Examples include:

- **“Download Wassalni Today!”**
- **“Save Money, Save Time, Save the Planet.”**

These CTAs reinforce Wassalni’s value while prompting users to install the app or book their first ride.

Conclusion

Wassalni’s promotion strategy combines digital outreach, community engagement, and content-driven efforts to ensure its visibility and adoption. By emphasizing affordability, sustainability, and user-centric benefits, this strategy positions Wassalni as the go-to carpooling app in Tunisia. With a clear focus on user acquisition, retention, and advocacy, Wassalni can achieve its marketing objectives and establish itself as a leader in sustainable commuting solutions.

Element	Details
Slogan	- “Why overpay? Ride smarter with Wassalni!” - “Say goodbye to crowded buses – Wassalni’s got you covered!”
Search Engine Advertising (SEA)	- Use SEMrush to identify high-performing keywords like 'Affordable carpooling in Tunisia' and 'Eco-friendly transportation.' - Optimize Google Ads campaigns with SEMrush analytics for CPC and CTR insights.
Email Marketing	- Automate campaigns using HubSpot CRM: - Welcome Email: Introduce features with a promo code (e.g., 50% off first ride). - Monthly Impact Reports: Showcase

	user savings and CO₂ reduction. - Referral Campaign: Reward users for inviting friends.
Social Media	- Platforms: Facebook, Instagram, TikTok. - Schedule interactive posts like polls and challenges (e.g., #EcoRideChallenge) via Hootsuite. - Collaborate with influencers and TikTok creators to promote Wassalni's affordability and eco-friendly mission.
Community Engagement	- Partner with Facebook groups: Mauvais Plan Bon Plan, Covoiturage en Tunisie. - Host eco-events offering free rides for participants.
Content Marketing	- Create user success stories and share on social platforms. - Use SEMrush insights for trending content topics to drive engagement.
Call-to-Action (CTA)	- "Download Wassalni Today!" - "Save Money, Save Time, Save the Planet."

Implementation Plan

https://miro.com/app/board/uXjVL9BTjKA=/?share_link_id=372331663026

Launch:Month 1-3

- Finalize app development and testing..

Launch SEA campaigns using SEMrush-optimized keywords..

- Create initial social media buzz with influencer collaborations.

- Partner with local universities and enterprises and Facebook groups for awareness.

KPIs

- App downloads
(goal: 10,000)

- Social media engagement rate (goal: 10%)



phase 2: Growth

month 4-6

- Expand paid ads to regional cities.

- Launch referral program to boost user acquisition.

Sarah Mahmoudi

- Collaborate with eco-friendly brands for in-app promotions.

KPIs

- Increase monthly active users (goal: +20% per month)

- Referral participation (goal: 5%)

Phase 3: Optimization

month 7-9



- Gather feedback from user surveys.

- Implement new app features like CO₂ tracker and premium filters.

- Adjust subscription plans and pricing based on user behavior.

KPIs

- Retention rate (goal: 80%)

- Subscription uptake (goal: 15% of total users)



month 10-12



- Expand services to rural areas.

- Introduce car service partnerships.

- Launch seasonal campaigns during high-demand periods like holidays.

KPIs

Geographic reach (goal: 15 regions)

- Revenue growth (goal: +25%)

Budget

Category	Description	Estimated Cost (TND)
App Development and Maintenance	- Final testing and debugging. - Monthly server and hosting costs.	20,000 (one-time) + 1,000/month
SEA Campaigns	- Google Ads: CPC campaigns targeting keywords. - SEMrush subscription.	10,000/month for ads + 1,500/month for SEMrush
Social Media Marketing	- Paid collaborations with influencers. - Hootsuite subscription.	7,000/month for ads + 800/month for Hootsuite
Referral Program	- Discounts and free rides as rewards.	5,000/month
Community Engagement	- Event organization costs. - Partnerships with groups (e.g., Mauvais Plan Bon Plan).	3,000/month
Content Creation	- Video production for ads. - Graphic design for posts and infographics.	5,000/month

Email Campaigns	- HubSpot subscription. - Custom email templates.	1,200/month
Partnership Development	- Negotiations and agreements with eco-organizations, universities, and fuel stations.	3,000 (one-time)
Promotions and Discounts	- Seasonal offers (e.g., Eid, back-to-school).	6,000/season
Rural Expansion	- Marketing campaigns in underserved areas. - Localized ads and promotions.	4,000/month
Customer Support	- Hiring and training support staff.	10,000 (initial) + 2,000/month
Miscellaneous	- Buffer for unexpected costs.	5,000/month

Evaluation and Monitoring

Category	KPIs	Target
User Acquisition	- Number of app downloads. - New user registrations.	- 10,000 downloads within 3 months. - 20% monthly growth.
Engagement Metrics	- Social media engagement rates (likes, shares, comments). - Number of ride bookings per user.	- 15% engagement rate. - 2 rides/user/week.
Revenue Metrics	- Monthly revenue from subscription and transaction fees. - Partnership revenue growth.	- 25% revenue growth per quarter.
Customer Retention	- Percentage of repeat users. - Referral program participation rate.	- Retention rate: 80%. - Referrals: 5% monthly.
Environmental Impact	- Total CO ₂ saved (kg). - Number of eco-friendly rides booked.	- Save 100 tons of CO ₂ in the first year.

Tool	Purpose
Google Analytics	- Track app downloads, user sessions, and geographic data.
SEMrush	- Monitor SEA campaigns (CPC, CTR, keyword performance).
Hootsuite	- Analyze social media metrics: post reach, impressions, and audience growth.
HubSpot CRM	- Measure email open rates, click-through rates, and campaign conversions.
App Dashboard	- Track ride bookings, user activity, and subscription revenue.

Tools for Monitoring and Their Usage

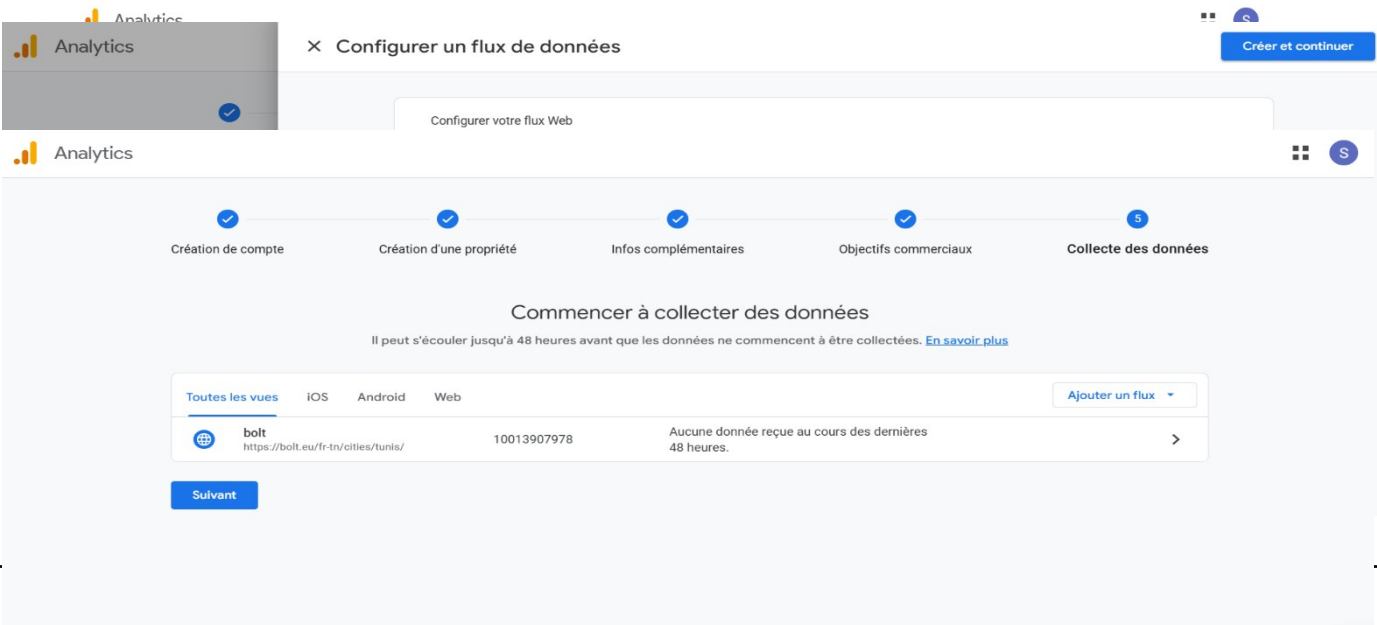
Monitoring the success of Wassalni’s marketing and operational strategies requires robust tools to gather, analyze, and interpret data. Each tool serves a specific purpose to ensure that campaigns are optimized, user behavior is tracked, and overall performance is evaluated. Here’s a breakdown of the tools and their usage:

1. Google Analytics

Google Analytics is an essential tool for tracking app performance and user behavior.

- **Purpose:**
 - o Tracks **app downloads**, **user sessions**, and **geographic data** to understand where and how users are interacting with the app.
 - o Measures **conversion rates** (e.g., how many users download the app after clicking on an ad).
 - o Monitors the **user journey**, helping identify drop-off points and areas for improvement.

• **Mockup Screenshot:**



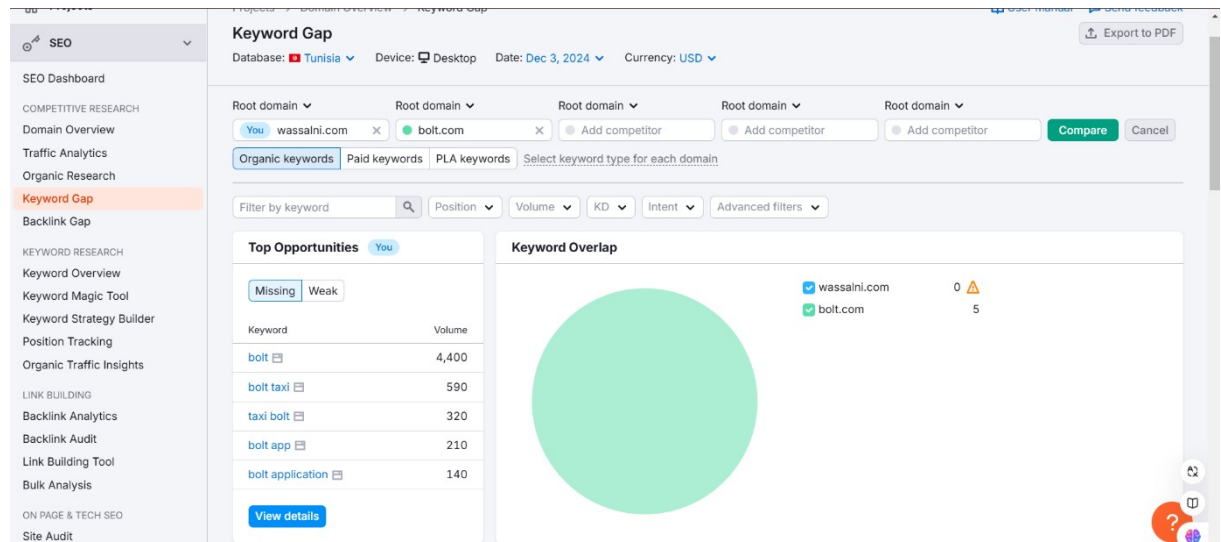
2. SEMrush

SEMrush is a comprehensive digital marketing tool that helps optimize paid and organic search campaigns.

- **Purpose:**
 - o Tracks **SEA campaigns**, analyzing **CPC (cost-per-click)**, **CTR (click-through rate)**, and keyword performance.
 - o Identifies high-performing keywords for carpooling, such as "eco-friendly commuting Tunisia" or "affordable carpool app."
 - o Monitors competitors' advertising strategies to adjust Wassalni's campaigns for better positioning.
- **Mockup Screenshot:**

The top screenshot shows the SEMrush interface with the 'Technical Audit' section highlighted. It displays a recommendation to establish a campaign within the Site Audit tool to keep tabs on Site Health metric. The bottom screenshot shows the 'Keyword Gap' analysis for the domain indrive.com, comparing it with bolt.com. It displays a table of keyword details, including shared, missing, and weak keywords, with columns for Intent, Volume, KD%, CPC, Com., and Results.

Keyword	Intent	indrive.com	bolt.com	Volume	KD%	CPC	Com.	Results
bolt taxi	N T	95	18	590	30	0.68	0.13	13.8M
taxi bolt	I N	92	39	320	26	0.69	0.14	13.3M
bolt app	N	83	5	210	58	2.01	0.1	397M



3. Hootsuite

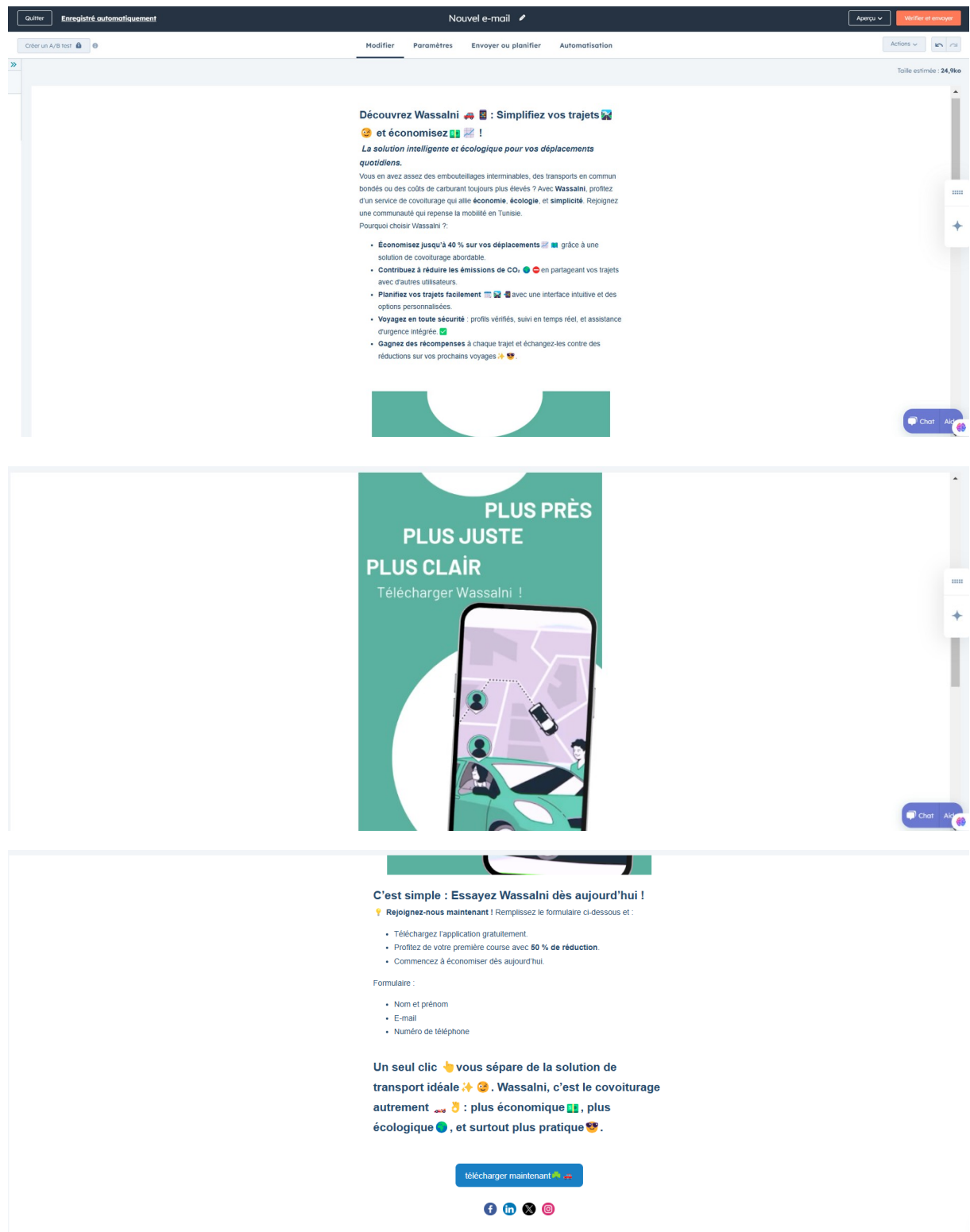
Hootsuite is a social media management tool that streamlines content scheduling and engagement tracking.

- **Purpose:**
 - o Analyzes social media metrics such as **post reach**, **impressions**, and **audience growth** across platforms like Facebook, Instagram, and TikTok.
 - o Schedules posts in advance, ensuring consistent and timely content delivery.
 - o Monitors brand mentions and user interactions, enabling proactive engagement with followers.

4. HubSpot CRM

HubSpot CRM automates email marketing campaigns and tracks user engagement.

- **Purpose:**
 - o Measures **email open rates**, **click-through rates**, and **campaign conversions**.
 - o Tracks performance of automated emails like welcome messages, monthly CO₂ impact reports, and referral campaigns.
 - o Provides insights into user segmentation, enabling targeted email campaigns.
- **Mockup Screenshot:**



5. App Dashboard

The app dashboard is an in-house tool for monitoring Wassalni's operational metrics.

- **Purpose:**

- o Tracks **ride bookings**, **user activity**, and **subscription revenue** in real-time.
 - o Provides insights into app performance, such as peak usage times and most popular routes.
 - o Identifies inactive users and triggers retention campaigns.
-

Conclusion

Each tool serves a unique purpose, ensuring that Wassalni's marketing and operational efforts are data-driven and efficient. From tracking app performance with Google Analytics to optimizing ad campaigns with SEMrush, and engaging users with Hootsuite and HubSpot CRM, these tools collectively provide a 360-degree view of Wassalni's growth and success.

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<https://www.leconomistemaghrebin.com/2022/02/23/covoiturage-start-up-split-compte-35000-utilisateurs-13000-trajets> **Cost Sharing Without Profit:** Split's algorithm calculates passenger contributions based on vehicle type, distance, and other variables, ensuring that payments cover only the driver's expenses (such as fuel and maintenance) without generating profit. This approach aligns with legal requirements that permit cost-sharing as long as it doesn't constitute a commercial activity

<https://universnews.tn/ezzedine-cherif-ceo-de-split-notre-solution-va-changer-la-vie-de-beaucoup-de-personnes/> **Transparent Transactions:** The platform manages all financial transactions through an integrated wallet system, providing clear records of payments and ensuring transparency. This system helps demonstrate that payments are strictly for cost-sharing purposes, not for profit

https://split.tn/faq/?utm_source Split verifies user identities by requesting official documents during registration, enhancing trust and safety among users. This verification process ensures that all participants are accountable, which is crucial for legal compliance

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Group Member Tasks

[sarah mahmoudi] – Market Research & Competitor Analysis

[Med Wissem Brinis] – Marketing Strategy Development (Product, Price, Place, Promotion)

[Fatma Kalai] – Budget Planning & Financial Analysis, Report Writing & Presentation Preparation