

Industries Employing **Vehicle Tracking System in** **Qatar: A Brief Study** **(2017-2018)**

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Industries Employing Vehicle Tracking System in Qatar: A Brief Study (2017-2018)

1. Introduction:

Despite being a country of relatively small size, Qatar is one of the richest countries in the world and is brimming with a lot of business activity. For the vehicle tracking industry, this means a lot of opportunities. In fact, the growth of demand for vehicle tracking systems and devices is nothing short of phenomenal. Out of the overall demand since 2017, only 2.9% was from Jan-June 2017. The second half of the year experienced significant growth at 26.7%. While the demand rate remained negligible during the first half of 2018 at 28%, since July this year, demand has surged meteorically.

In this article, we analyse the changing trends during this period in the vehicle tracking industry, pertaining to the business domains involved.

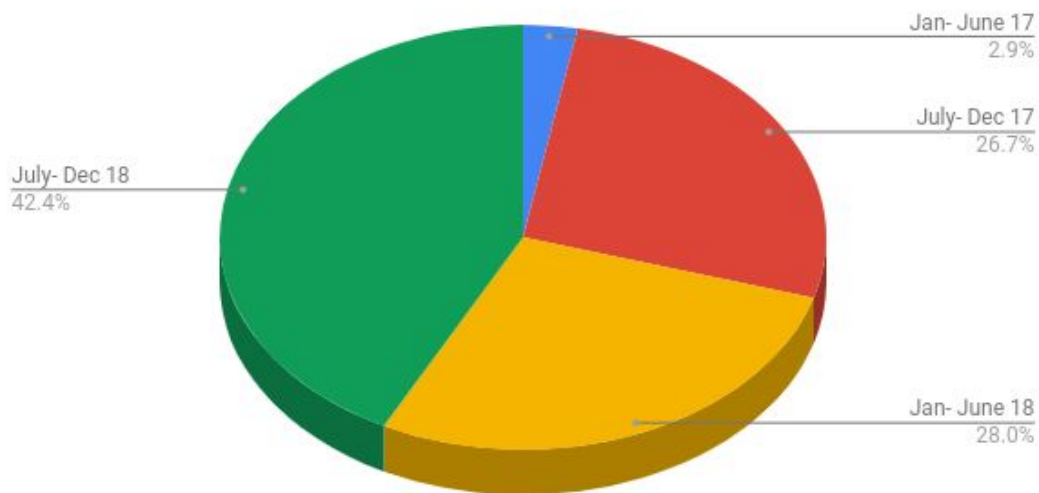


Figure 1: Half-yearly demand for vehicle tracking from Jan-June 2017 to July-Dec 2018

1.1. A Brief about Vehicle Tracking Technology

Vehicle tracking technology is one of the easiest ways in which a business can improve customer service, profit, efficiency, and routing. Over the past 10 years this technology is been in use and it has progressed significantly making it now more affordable and easier than before. Also, the general awareness among businesses regarding benefits of tracking systems has increased significantly in the past year.

In a vehicle tracking system, there's a tracking software used to help you collect data from the fleet and track vehicle locations in real-time. GPS based vehicle tracking systems can easily track locations of multiple vehicles. The data is collected from GPS devices installed separately on each vehicle.

Apart from vehicle location, such devices can also send information regarding the vehicle's condition and emergency situation alerts. It's not just large fleet management companies which make use of such technologies as almost every company with a customized `mobile app has been trying modern ways of communication and accountability efforts.

2. Industries in Qatar Looking for Vehicle Tracking Systems

Various sectors that use GPS tracking system technology include Educational Institutions, Food delivery & Booking services, Grocery Stores, Construction Companies, Taxi Services, Distributors and many more.

2.1. Courier or Delivery Services: It's likely the most important factor regarding a courier or delivery service to be particular about each and every parcel and ensure on-time delivery services. The courier or delivery business is like a bridge between the buyer and the seller.



Every minute is valuable for these industries because carrying parcels on time and dispatching it to the closest driver can make all the difference. Through 2-way communication, a GPS tracking system allows dispatchers, drivers and customers to see pick-up/drop details.



2.2 Emergency Services: With the help of GPS tracking devices emergency services like ambulance, fire engines, police etc can reach their destination at the right time with the most feasible route. Along with this, person in need can also find out vehicles in the nearby location at situations like accidents, fire etc. thus saving the lives of many around. With the use of such services, emergency service providers are able to respond faster to updates and dispatch to the spot location quickly.

2.3 Educational Institutions: In this world where safety is always a question, parents are always worried about their kids till they reach back home safe from school or college. And now with the growth of technology, there is a perfect answer for this which is the use of vehicle tracking system. With the use of such systems, parents can be aware of where their kids are and get real-time updates as SMS.



Not only for parents but universities and colleges can make use of such systems to improve their productivity and efficiency of security regarding the institution vehicles, drivers, facilities, maintenance and much more.



2.4 Construction: Nowadays even companies in the construction field make use of GPS tracking system to monitor heavy equipment, trailers to track their valuable assets taken to various working sites. Regarding construction, it's important to deal with your clients wisely so that you can cover up your work on the given time.

Using such a system can help companies to manage a wider range of vehicles thus, increasing productivity and reducing operating costs by monitoring asset usages which in turn improves the efficiency of identifying new opportunities.

5 Restaurants, Catering Services & Product Distribution:

It's important for restaurants to keep an accurate delivery time because the more clients you can serve, the more revenue you can generate.

In this busy schedule, most of us rely on online food ordering services and to simplify your food delivery process it's necessary to have a customized tracking system. With real-time GPS vehicle tracking system you can equally plan the route, dispatch order and promptly deliver food as hot as it is in minimal time.

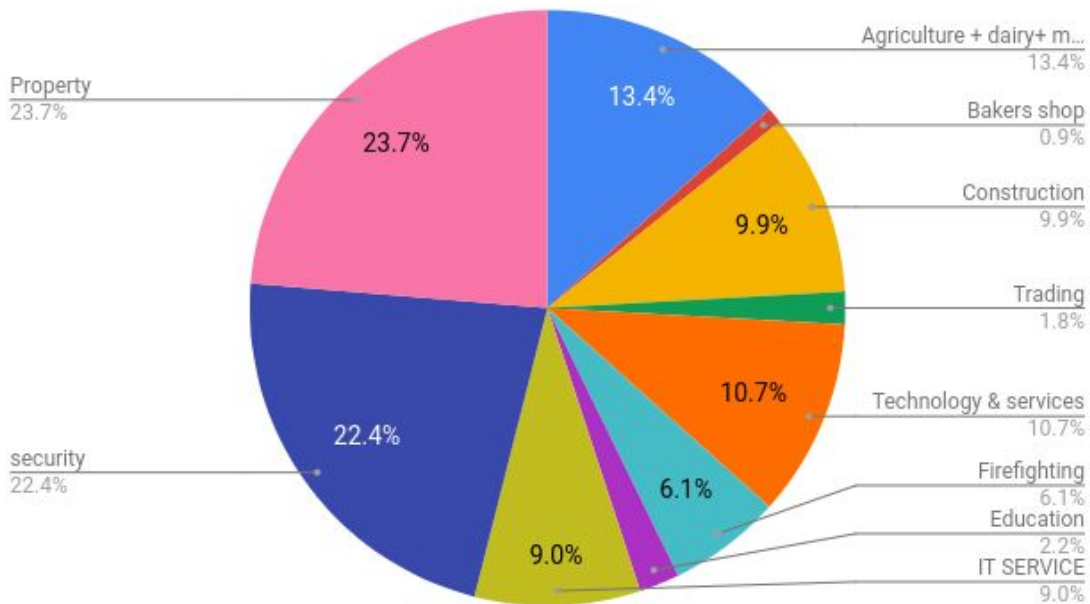




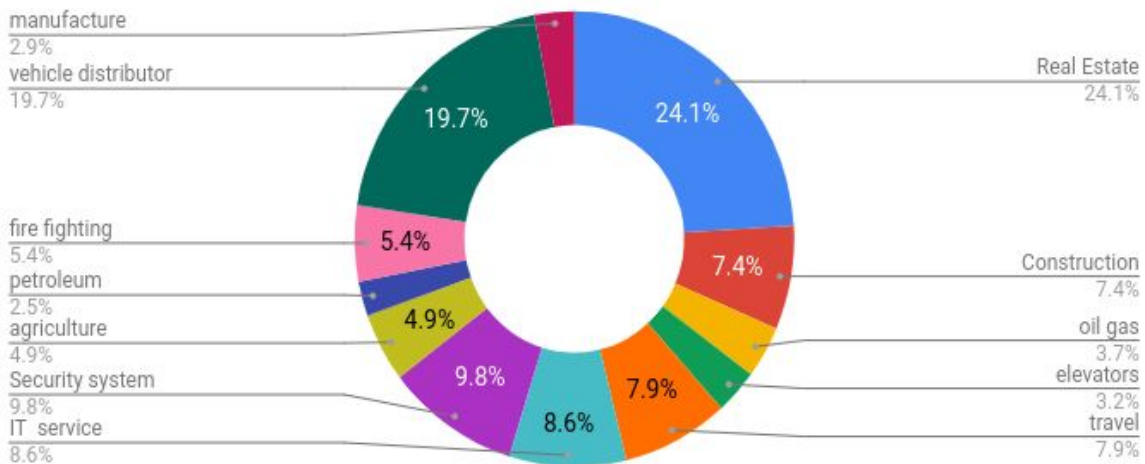
2.6 Rental/Taxi Vehicle Business: One more industry that exploits the benefits of vehicle tracking system is the taxi or rental vehicle services which have been an expanding business across the world.

Managing your fleet is not that easy and it's always a concern for companies make sure that the vehicles are not misused and they reach customers on time. Following such methods enables companies to ensure the safety of passengers as well as their fleets and also help them cut down maintenance costs as things are more closely monitored.

3. Industries looking for Vehicle tracking systems in the past 2 years



Past 6 months these industries have started creating demand



When you check past 6 months data, it becomes clear that vehicle distributors have understood the importance of having proper tracking systems in place for their vehicles. Demand thrives for Property/Real Estate domains while construction and security system demands are also sustained during the period.

4. QATAR Government Norms or Regulations:

Being the world's top exporter of liquefied natural gas, Qatar has been showing major growth in various sectors, setting a growth rate of 2.6 by the end of this year and 3% in 2019. In order to cut down the rate of accidents and to reduce the amount of road traffics, the Qatar government is working hard to enforce strict traffic laws.

Violating traffic rules can lead to hefty fines and in extreme cases, it can lead to severe punishments charges and imprisonment. Each violation would have cut off points which would later rack up as the person reaches the limit and then it will be used against the license or no longer the person will have a permit to drive. For paying fines for traffic regulations you have the option to pay online in their official site.

In order to avoid these penalties and fines, users should take precaution in their business by keeping track of their vehicle.

A Car rental company have many vehicles and hence it is tough to track every vehicle manually and keep track of their government rules compliance. With GPS device it's easy to keep track of each and every vehicle and make it sure that all are safely running on the predefined path, following the rules and regulations.

5. Key Vehicle Tracking System Providers in Qatar

Below listed are the competitors in Qatar for vehicle tracking system:

- 1) VehicleTracking.qa
- 2) Advanced technologies and solutions
- 3) Mobitrack – Vehicle tracking systems Qatar
- 4) Falcon tracking system WLL
- 5) Qatar Navigator
- 6) Adax
- 7) INTELLIGENT PROJECT

6. INFERENCE:

- Considering current trends and analysis, the vehicle tracking industry is only going to grow further as every business starts considering its benefits seriously.
- Vehicle Tracking is truly multiple purpose as it has applications across a variety of industries – safety & security of school buses, real-time information for consumers, asset tracking and optimizing business operations are some of them
- Right from large scale industry domains to small scale industries are looking for vehicle tracking. Their primary aims are safety, convenience and business optimization.
- Looking at current trends we can say in general vehicle distributors are becoming more aware of vehicle tracking and in future, the automotive industry might adopt the hardware technology similar to how ABS or traction control and a host of other technologies are adopted in modern vehicles.
- We have analysed the changing trends during the period in the vehicle tracking industry, pertaining to the business domains involved.
- Vehicles data was reported at 42.4 % in Dec 2018, compared to 26.7 % in Dec 2017. Considering Stringent govt rules in place, more number of vehicles on road means more demand for Vehicle Tracking system.
- The number of business domains adopting vehicle tracking was 20 in 2017. but it has increased to 25 on first half of 2018 and 28 in second half of 2018. From this we can understand an increasing number of businesses under different domains are adopting vehicle tracking system

- Industries not traditionally known to use vehicle tracking systems (logistics and transportation industries are the ones that have traditionally incorporated vehicle tracking system into their operations) have started to use it in creative ways to improve their processes or businesses.
- The hospitality industry has caught on to this technology to improve customer service.
- Vehicle tracking systems used in food delivery vans may alert if the temperature of the refrigerated compartment moves outside of the range of safe food storage temperatures. Car rental companies are also using it to monitor their rental fleets.
- Some businesses are able to use the times gathering from vehicle tracking reports to track hours billable to customers and/or replace the use of time clocks with employees.