

# Case-study updates

## Chapter 2

### *A desire named Streetcar*

More details about the company can be found at their website <http://www.streetcar.co.uk>

As at February 2010 the company has increased its membership to 70,000 with coverage in London, Brighton, Southampton, Guildford, Cambridge and Oxford. It announced profitability within 18 months of launch – which is the shortest time to profitability achieved by a company of this type anywhere in the world. According to an article in the Timesonline (see <http://business.timesonline.co.uk/tol/business/entrepreneur/article6917140.ece> ) the business was turning over £20m by 2009.