Best company to use to travel to the City Centre and the Port is Fred’s Taxi Company because it the cheapest rate to the Port and the second cheapest to the City Centre.

It would be cheaper to use P and G for any distance less than 20km.

Fred could change his charge per km and also his fixed charge.

An example would be $C = 0.38D + 2$. $C =$ cost, $D =$ distance in km.

Another way Fred could make his company the cheapest would be to offer a fixed rate per distance.

- $2$ up to $5km$
- $5$ up to $10km$
- $8$ up to $15km$
- $11.50$ up to $20km$
- $15$ up to $30km$
- $19.50$ up to $40km$
- $24$ up to $60 km$
- $30$ for anything above $60$ km

My graph shows that these are cheaper options because the graphs of these two options are always below the graphs of the first three options.

Fred will be cheaper with both but the second is better because Fred would make more money with it in most cases up to $40$km.