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Passenger road transport is one of the main types of passenger transport of the country. It serves the transportation needs of urban and rural population, providing mass and individual passenger fleet of buses and cars.

It is advisable to distinguish the following main directions of development in the field of transport services:

- improvement of road infrastructure and road network;
- modernization and updating of the vehicle fleet, taking into account compliance with international standards;
- the development of efficient transport and logistics technology and transportation systems;
- integrated computerization of road transport through the use of modern telecommunication and navigation systems;
- increasing the quality of implementation of road transport services while reducing operating costs;
- improving the legal and regulatory framework of main transport activities. State regulation regardless of the characteristics of the current economic system is an objective necessity.

Expanding the market for transport services involves the development of passenger and freight traffic, increasing the scope and range of services tailored to fully meet the growing needs of their residents and business entities in foreign trade activity of the state.

In the field of passenger transport services one should provide priority to the development of public bus transport in urban, suburban, intercity and international communication, as well as in rural areas.

The market of transport services is characterized by increasing competition. It manifests itself both in price and in the non-price aspects. In order to gain market share and increase business, strengthening its market position and the competitiveness of services in the transportation business one must track the actions of competitors.

The problem of the road passenger transport is an important part of social development programs. The success of the solution depends on the degree of perfection of the transportation process, providing the main link and the ultimate goal of the operational activities of the passenger transport. The stable operation of the passenger transport is a prerequisite for overall economic growth in the market conditions and the most important factor of social stability.