When my family and I moved to Ontario at the end of June last year, our car, unfortunately, had a problem and needed to be fixed. We struggled without a car for three weeks, and it wasn't easy to buy groceries from Walmart as it is far from where I live, and we were a little bit worried to use Uber taxi during the city lockdown. This struggle was solved when Uber launched grocery delivery in Toronto in July 2020. We were able, as new residents, to order groceries quite easily from local stores and chains through the Uber Eats app.

Launching such a service by Uber demonstrates a significant adoption and well response to the natural and political forces. First, the global pandemic is considered a natural force that forced Uber to provide their customers with new services as Uber taxi was affected by the global pandemic. Most people felt Uber Taxi was a non-essential service during the pandemic times, which impacted the company. The grocery delivery service then responded to provide and accommodate the customers during their self-isolation and quarantine times.

Political factors also impacted the Uber Taxi service as the Covid-19 legal requirements such as lockdowns and limiting the number of people gathering forced people to stay at their houses and stop using this service. In addition, as it was difficult for them to leave their homes during the lockdowns and self-isolated periods, buying groceries was a difficult task. So, Uber solved a significant problem that their customers were facing and provided them with Uber grocery delivery to save time and stay safe.