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| **HOMEWORK CASE STUDY:**  **READ: Laudon p.412-414 at LAUDON 17th Edi**  **UBER – Can Uber be the Uber of Everything?**  **DO NOT USE 16th EDITION** | **MANDATORY INSTRUCTIONS - Special consideration for submitting on 1 slide**  **ANSWER USING THIS SAME SINGLE SLIDE - following *Executive Summary Guidelines***  ***These instructions are an Example ANSWER format – CONCISE and PRECISE***   * **Use short, concise, keyword and key-phrases. No full sentences.** * **One bulleted line in length, per answer element.** * **Example: Five questions = Five bulleted lines. (Unless otherwise instructed)** |
| **INSERT STUDENT NAME: Last, First 🡪** | **Patel Khushi** |
| **ANSWER THESE QUESTIONS** | **using TEN lines total (per line-item instructions)** |
| 10-15 *Very Briefly, in 4 bulleted lines total,*  What is UBER’s Competitive Advantage?   * Use TWO (2) Porter value chain concepts * Use TWO (2) Porter competitive forces model concepts | * Porter value chain concepts: * extensive technological infrastructure and information technology utilization for smooth coordination and communication between drivers and riders. * reliable, fast, convenient alternative to traditional taxi services * Porter competitive forces model concepts: * using heavy discounts to challenge competition * relying on finely tuned computer algorithms. |
| 10-16 *Very Briefly, in 2 bulleted lines total,*  Compare the relationship between information technology and Uber’s business model | * Comparison of Information Technology and Uber's Business Model: * Uber uses GPS, gyroscope, and accelerometer data from drivers' smartphones to track their performance. * Uber's platform is quality-standard-maintained through user reviews and ratings. |
| 10-17 *Very Briefly, in 1 bulleted line total,*  How disruptive is Uber? | * The traditional taxi industry's pricing structure is Uber's surge pricing strategy, which raises prices during times of strong demand. |
| 10-18 *Very Briefly, in 2 bulleted lines total,*  Are any ethical and social issues (if yes, list 1 for each) raised by Uber and its business model? Does Uber’s business model create an ethical dilemma? | * Ethical issue: * Employee rights and perks have come under scrutiny since Uber classifies its drivers as independent contractors rather than employees. * Social issue: * In certain areas, Uber's existence has caused social and economic problems by upsetting the lives of many conventional taxi drivers. * Uber's business strategy challenges ethical concerns by balancing worker rights, economic instability in the transportation sector, and the benefits of innovation and convenience. |
| 10-19 *Very Briefly, in 1 bulleted line total,*  Is Uber a viable business? | * Due to competition, steep discounts, and rising expenses, Uber lost $8.5 billion in 2019, raising doubts about its long-term viability. Profitability is anticipated by CEO Dara Khosrowshahi by 2020. |
| 10-A *Very Briefly, in 3 bulleted lines total,*   * List two or more data elements driving strategic insight to Uber’s business * List two or more data systems (i.e., tools) for collecting and analyzing these data * List benefits of each (i.e., data and tools) | Data Elements Driving Strategic Insight:  User ride data (including locations, times, and costs)  Driver performance data (ratings, driving reports)  Data Systems for Collecting and Analyzing Data:  Uber's mobile app for ride booking and payment  automated algorithms for pricing and demand prediction  Benefits:  User ride data allows Uber to optimize pricing and driver allocation, enhancing user experience.  Driver performance data helps identify and improve driver quality, ensuring safety and customer satisfaction. |