Tribhuvan University
Institute of Science and Technology
(E-Commerce)

A Case Study On
InDriver

Submitted By

Suman Tamang

Siddhartha Sapkota

6th semester

Submitted To

Diwakar Upadhyaya

ACKNOWLEDGEMENT

We would like to express our special thanks of gratitude to our supervisor Mr. Diwakar Upadhyaya, who gave us golden opportunity to do this case study on the topic "InDriver", which also helped us in doing a lot of research and we came to know about so many new things we are really thankful to them. Similarly, we would also like to thank our parents and friends who helped us a lot in finalizing this report within the limited time frame.

Suman Tamang
Siddhartha Sapkota
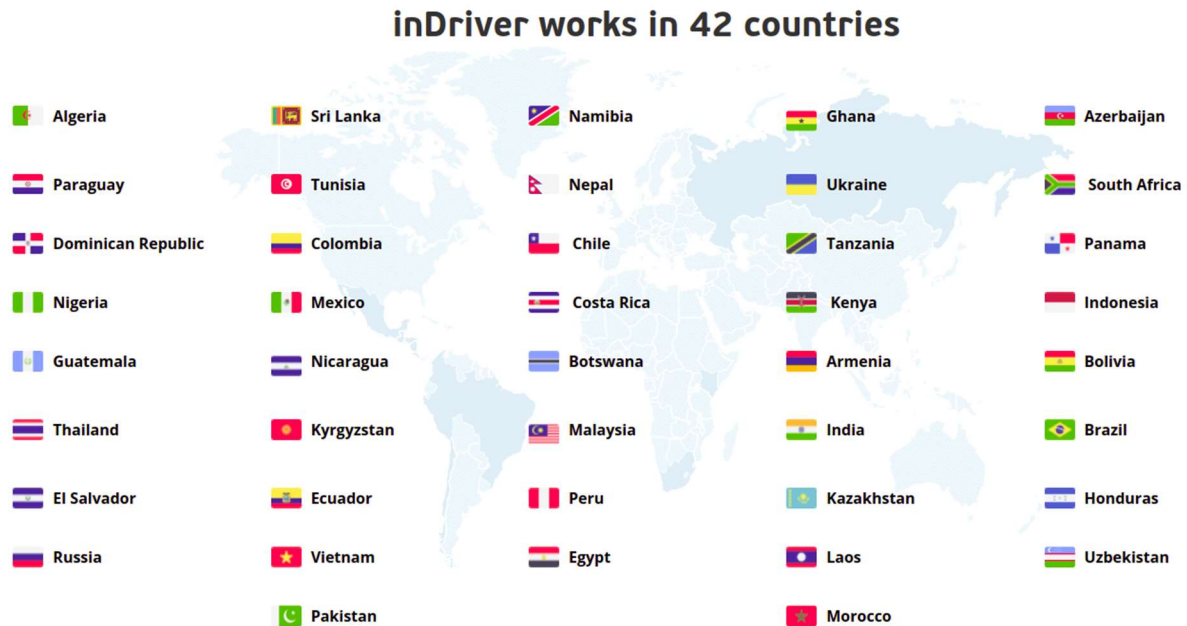CSIT 6th Semester

ABSTRACT

InDriver is the fastest, easiest, and most convenient way to enjoy the best ride from your source to destination, or wherever you want to. In this case study, we researched InDriver by using it and visiting its website. We also conducted research on Esewa pay and listed its benefit and limitations. InDriver is the fastest growing ride-hailing platform in Nepal which has more than 130 million users (including rider) globally. InDriver is a B2C and C2C type of e-commerce and it falls under the intermediaries B2C model. Through this case study, we found advantages as well as some disadvantages of e-commerce and discussed its solution with some feedback. InDriver has its own limitations but it is very handy when we want to take a ride from home or other where you want.

Table of Contents

1.INTRODUCTION

InDriver is the international rider-hailing service with more than 100 million users operating in 42 countries. The company was founded in 2013. InDriver is the 2nd largest ride-hailing and taxi apps worldwide by downloads (120 million times).

inDriver works in 42 countries

Algeria	Sri Lanka	Namibia	Ghana	Azerbaijan
Paraguay	Tunisia	Nepal	Ukraine	South Africa
Dominican Republic	Colombia	Chile	Tanzania	Panama
Nigeria	Mexico	Costa Rica	Kenya	Indonesia
Guatemala	Nicaragua	Botswana	Armenia	Bolivia
Thailand	Kyrgyzstan	Malaysia	India	Brazil
El Salvador	Ecuador	Peru	Kazakhstan	Honduras
Russia	Vietnam	Egypt	Laos	Uzbekistan
Pakistan			Morocco	

(Source: Official site of InDriver.)

The service grew from a group founded by local students called Independent Drivers. The group members published where they wanted to go and the price they were prepared to pay, then the drivers contacted these customers and completed the orders.

From the very first day of its existence, it had one ultimate goal: to provide users with a viable alternative to other taxi aggregators (An Aggregator is a "digital intermediary or marketplace for a passenger to connect with a driver for the purpose of transportation.) with inflexible pricing policies. The service operates based on a unique peer-to-peer pricing principle, which allows passengers and drivers to directly negotiate a fare.

2.How Indriver become popular in Nepal?

In my opinion, InDriver gained its popularity due to these 3 major reasons:

1.Simplicity:

InDriver is really simple and easy to use. On top of that, its map optimization is really good. Even the platforms like Pathao and Tootle does not provide this level of optimization in the context of map. Moreover, both the drivers and the passengers use the same application and the app's UI is very simple to understand and looks very basic. No harm to anyone but the frustration created by Tootle's buggy user experience and Pathao's unworthy maps was cleared by InDriver's user experience.

2.Aggressive Marketing:

In the earlier month of 2021, you might have seen frequent social media and in-app ads by inDriver. Those ads helped in user awareness and in addition to that, the communication regarding inDriver's biggest Unique Selling Point – users hooking up to the app.

They make sure that in order to top the market ,they need to have happy drivers. They gave a sense of trust and appreciation to the drivers. Such happy drivers pulled new customers. InDriver follow two popular marketing methods in Nepal which is : Social Media Marketing and Word-of-Mouth.

3.Open Rider Selection:

Rider of your choice is an interesting feature in this ride-hailing app. You can select/book any rider near you.

4.Time Saving:

Time saving can also be taken as a major pathway for the success of inDriver.

**5.Vehicle Choice:**

Here, you can choose any kind of vehicle; Taxi,Bike,Scooter.

6.Freedom Above Everything:

In a price sensitive market like Nepal, the freedom to quote price yourself is itself jaw-dropper. Almost all of the other ride-hailing service providers give you an estimated fixed price.

The drivers have to freedom to either accept your proposed price or make some addition on their own.
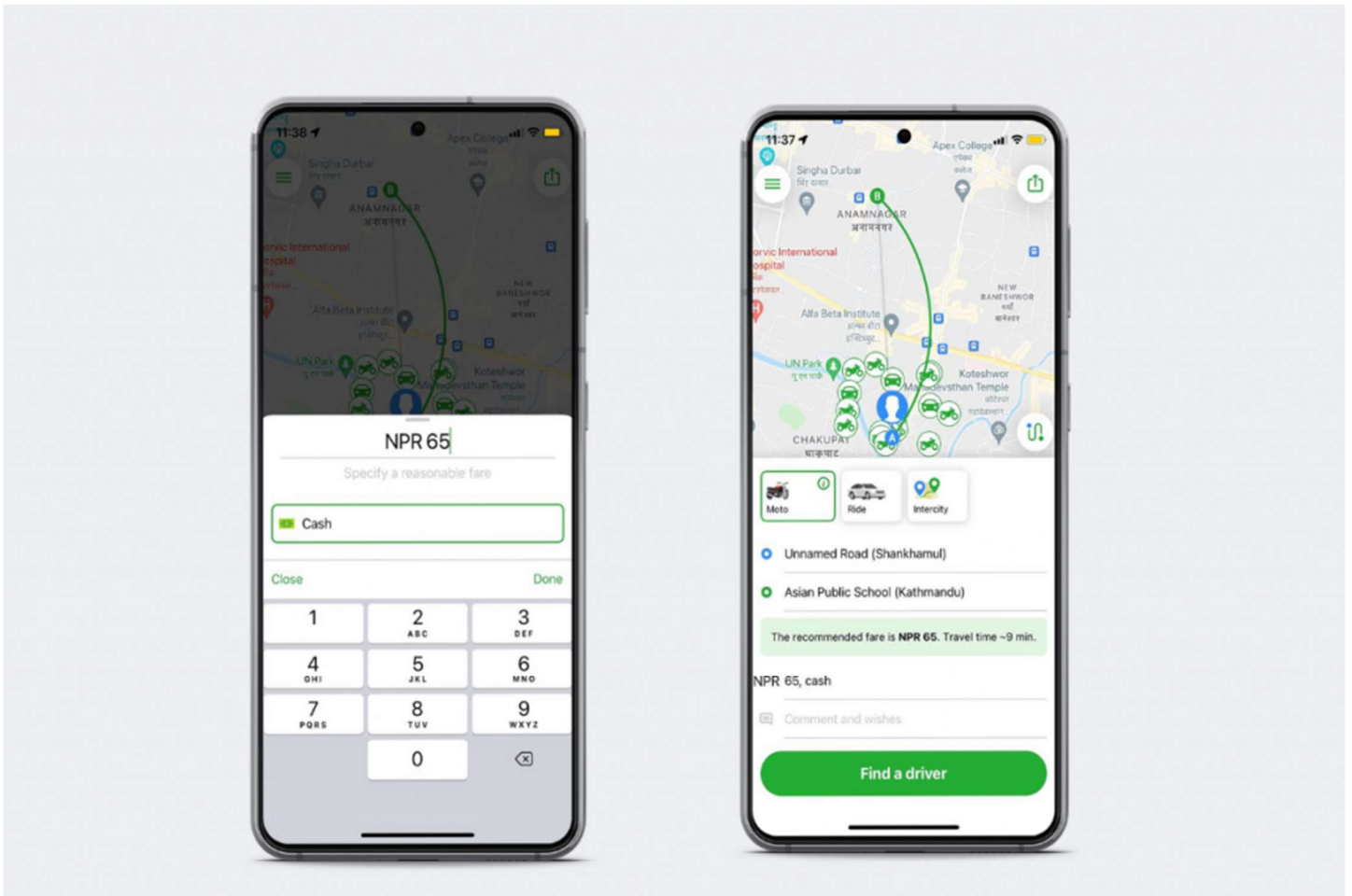
Revenue and Valuation:

The Driver have to give 9.5% flat rate per trip.

Business model of inDriver is B2C.

inDriver's estimated annual revenue is currently $241.2M per year.

inDriver's estimated revenue per employee is $203,000

Merits of Indriver:

People can book ride within the indriver zone.

Ride tracking system helps customer to feel much safer.

Customer insurance is one of the major advantage while riding via indriver.

You do not have to book taxi if you are alone;bike can be alternative.

Maps help to allocate the location easily.

Flaws in inDriver:

Internet is very much needy thing to get access to indriver app.

Not all ride are in our price range.

Some of the rides takes long time then we expect.

Customer cannot choose location outside indriver zone.

Alteration of path by the rider can cause some issue.

Failing to find shortest path might let you stuck in expensive ride.

What can be improved?

Helmets can be provided to the customer while riding in bike.

Ride sharing feature can be introduced.

Subscription package can be made for regular customer and also for the students.

Thank You for Listening upto Here.

Feel free to ask if you have any sorts of queries.

3.How To Register

1. Download the app on Google Play or on the App Store.
2. Open the side menu in the upper-left corner.
3. Switch to 'Driver mode'
4. Go to "Online registration" - it's quick and easy.
5. Choose the vehicle you'll be driving with.
6. Upload your documents.
7. National ID. Photos of both sides.
8. Driver's license

4.WHAT TYPE OF E-COMMERCE IS INDRIVER?

Before knowing what type of e-commerce InDriver is, we discuss different types of e-commerce. The different types of E-commerce are:

- B2B (Business to Business)
- B2C (Business to Consumer)
- C2B (Consumer to Business)
- C2C (Consumer to Consumer)

InDriver can be categorized as a B2C and C2C model. Ride is request by different people which can be known as B2C and C2C

Business-to-consumer is a retail model where products move directly from a business to the end user who has purchased the goods or service for personal use. It is often compared with the B2B (business-to-business) model, which involves exchanging goods and services between businesses instead of between businesses and consumers.   The term B2C applies to any business transaction where the consumer directly receives goods or services such as retail stores, restaurants and doctor's offices. Most often it refers to e-commerce businesses, which use online platforms to connect their products with consumers.

Consumer to consumer, or C2C, is the business model that facilitates commerce between private individuals. Whether it's for goods or services, this category of e-commerce connects people to do business with one another.

5.PAYMENT TYPE IN INDRIVER

InDriver provides different types of the payment system. We can pay our bill online or by cash on delivery. Some of the payment methods InDriver offers are:

- Khalti
- Esewa
- Mobile Banking
- ConnectIPS

Esewa Payment

In this digital era, you making all your payments and transactions standing in a queue outside the office. It's Nerve-wracking, right? To get you out of this situation, when the Internet was one of the luxurious things, we Nepalese enjoyed, eSewa came into existence. With over a decade of operation, we have been able to simplify the lives of Nepalese by facilitating seamless daily life bill payment processes.

Established in 2009, eSewa is a household name today. We are Nepal's pioneer digital payment service provider, licensed by Nepal Rastra Bank (Central Bank of Nepal), and an ISO 27001:2013 certified company. eSewa is a subsidiary company of F1Soft International, a leading FinTech company of Nepal. Team eSewa has been working tirelessly to achieve its vision to create a cashless economy. For this, the company has onboarded more than 400k+ merchants, 120k+ agents, 51+ Banks and Financial Institutions (BFIs) and established a wider network of agents nationwide.

Customers of eSewa can make various bill payments easily from eSewa's mobile app or website. Now, recharging mobile, paying utility bills (NEA, Khanepani, Landline, etc.), internet bills, TV bills, school fees, and many more are all on your fingertip. Being able to make the payment to government offices such as Inland Revenue Department, Traffic Fine Payment, payment to Department of Foreign Employment, and more act as a cherry on top for our customers.

Benefit of Esewa

- ✓ Easy Accessibility:
- ✓ Range of Services:
- ✓ Save Time:
- ✓ Timely payments

Limitation of Esewa

- ✓ While digital payment does make transactions easier, the apps that help you pay will certainly charge some costs.
- ✓ You will have to pay third-party payment service charges.
- ✓ Not all shops are equipped with the facility of online payment. So, it is not possible to perform digital payment in such cases.

6.POSSIBILITY OF DIGITAL MARKETING IN INDRIVER

Twitter

Twitter is a microblogging and social networking service owned by American company Twitter, Inc., on which users post and interact with messages known as "tweets". Registered users can post, like, and retweet tweets, while unregistered users only have a limited ability to read public tweets. Users interact with Twitter through browser or mobile frontend software, or programmatically via its APIs. Prior to April 2020, services were accessible via SMS. Tweets were originally restricted to 140 characters, but the limit was doubled to 280 for non-CJK languages in November 2017. Audio and video tweets remain limited to 140 seconds for most accounts.

Tweet

By default, tweets are visible to everyone, but senders can limit message delivery to just their followers. Individuals have the option to restrict accounts from seeing their tweets, mute users they don't want to connect with, and unfollow accounts. Users can tweet using the Twitter website, suitable third-party programs (such ones for smartphones), or in some countries, the Short Message Service (SMS).Users can subscribe to the tweets of other users, a process known as "following," and those who do so are referred to as "followers" or "tweeps," a combination of the terms "Twitter" and "peeps." Retweeting is the act of forwarding a specific tweet to one's own feed by other users. Twitter introduced the "quote tweet" function in 2015 (formerly known as "retweet with comment"), which enables users to add a comment to their retweet, nesting one tweet inside the other. Users can also "like" (formerly "favorite") individual tweets.

In timelines like those found on profile pages and search results, the counts for "likes," "retweets," and replies are displayed next to the appropriate buttons. On a tweet's standalone page, likes and retweets are also counted. Quote tweets, formerly known as "retweet with comment," now feature a counter on each tweet page as of September 2020. Previously known as "retweet with comment," quotation tweets feature a separate counter on its tweet page.

7.ADVANTAGES/DISADVANTAGES OF INDRIVER

InDriver is one of the e-commerce platforms. Doing some research on InDriver and using it for 3-5 months I have come to know that InDriver is one of the best e-commerce platforms for ride sharing, delivering food and product.

Some of the advantages of Pathao are:

1. People can get ride from any location within Indriver zone.

2. Available of Motorcycle makes ride cheaper than a taxi.

3. Maps [GPS] makes easier to set locations for customer.

 4. Ride tracking system makes customer safer.

5. Time saving hack.

6. Customer insurance is one of the big positive.

Although Indriver has many advantages but there are also some disadvantages of Indriver. Some of them are:

● Less safety in case of bike.

● Sometimes algorithm fails to find shortest path to destination which makes ride more expensive.

● Also, alteration of path by rider also creates same issue.

● Ride without the knowledge of InDriver may create danger for customer.

● Customer cannot choose the location outside Indriver Zone.

● Cannot book multiple rides at once if customer is more than one.

8.FEEDBACK AND SOLUTIONS TO THE PROBLEM

As we discussed some advantages and disadvantages of Indriver, some of the problems in Indriver can be minimized. Some of the feedback for Indriver are:

● Subscription Model can be started for regular travelling people like students, officers etc.

● Car pooling may attract more customer due to less fare.

● Safety measures like helmet can be provided for customer.

● Rather than rider choosing its customer, customer should be able to choose the rider.

● Application can be more user friendly as there are more and more customer joining the platform.

9.CONCLUSION

Although; there are some advantages with some disadvantages to using Indriver, it is one of the best e-commerce platforms for requesting ride booking and courier delivery.