Uber-subscription service SWOT Analysis

Strengths

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| 1. The user gets his cab on time, thus addressing the problem of longer waiting hours and driver cancellations (The app will assign the driver internally, the user won’t be aware of any such cancellations)  2. The user does not have to open the app on a daily basis  3. Customer Retention (Many a times a user is booking a cab simultaneously on multiple apps)  4. The user gets to his workplace on time every day, and his routine is fixed, which in turn increases satisfaction and loyalty with our brand  5. This service is also flexible to the user’s office hours and allows rescheduling to approx. 2 hours ahead or later without any additional costs  6. First month to the user is at a discount  7. User does not have to pay a surge charge during peak hours or extreme weather conditions  8. User is free of the everyday stress of booking a cab |

Weaknesses

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| 1. Users may have shifts or longer office hours than expected  2. Users may not be keen on a cab subscription since it is a new concept  3. Coming up with a pricing model for this feature could be challenging, since it has to be such that all parties involved i.e. the driver, the rider and the company should be happy |

Opportunity

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| 1. to build a more reliable system for people who use the app every day, at the same time and for the same location 2. To take on the new apps like S-ride which provide cheaper rides and make everyday office travel easier for the user |

Threats

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| 1. Ola  2. S-Ride |