

Case Study: Pathao Rides – Kheap Vs App

Introduction:

Dhaka, the capital city of Bangladesh, is a bustling metropolis known for its rich history, vibrant culture, and chaotic traffic. In the rapidly evolving market of ride-sharing apps, Pathao has established itself as a prominent player in Dhaka, offering both bike and car ride-sharing services. However, a concerning issue has emerged in the form of offline bike operations. This case study explores the challenges posed by offline bike operations to Pathao's market share and potential revenue loss, as well as the impact on consumer safety and convenience.

Background:

Pathao, founded in March 2015 originally began as a delivery service with the mission to simplify goods transportation within Dhaka. Quickly gaining traction, Pathao adapted to market demands and unveiled its comprehensive mobile app in December 2016. This marked a significant transition, propelling Pathao from a delivery service to a holistic solution provider, offering services ranging from bike and car ridesharing to food delivery, courier services, and parcel delivery. Pathao's commitment to innovation and adaptability transformed it into a trusted brand that redefined urban mobility and services.

Impact on Pathao and the Consumers:

Market Share Erosion: Offline rides diminish Pathao's user engagement and market share.

Revenue Loss: Offline operations circumvent commission and service charge revenues, potentially resulting in financial losses.

Societal Impact: Consumer Safety and Convenience

Offline bike rides pose concerns beyond Pathao's operations, affecting consumer safety and convenience within society

Safety Concerns: Offline rides lack the accountability ensured by verified profiles and background checks, raising risks for passengers riding with unfamiliar individuals.

Security: The absence of real-time tracking compromises the ability to share ride details with trusted contacts, potentially jeopardizing passenger safety.

The Problem: Offline Bike Operations

Despite its success, Pathao now faces a new challenge: the increasing prevalence of offline bike operations. A growing number of bikes are being operated offline, allowing customers to bypass the Pathao app and its platform. This trend threatens Pathao's market presence and revenue streams.

Factors Contributing to Offline Operations:

Incentive Structure: Some drivers find offline rides more lucrative due to the absence of commission fees or service charges.

Lack of Connectivity: In areas with poor network coverage, drivers might resort to offline operations as the app's functionality could be compromised.

Cash Transactions: Offline rides involve cash transactions, appealing to customers who prefer this payment method.

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The Pathao Solution - Enhanced Safety and Convenience:

Pathao's app offers safety and convenience features that address these concerns:

Verified Riders: Pathao ensures background checks for its riders, enhancing accountability and reducing risks associated with riding with strangers.

Real-time Tracking: Users can share real-time ride details with trusted contacts, enhancing passenger security and responsiveness.

Convenience: Ordering a Pathao ride is effortless and reliable, as riders are dispatched to the user's location upon request.

Societal Benefits:

Promoting the use of app-based, verified rides offers societal advantages

Enhanced Safety: Verified riders and real-time tracking contribute to passenger safety and peace of mind.

Community Security: A community of registered riders fosters security and accountability, benefiting riders and passengers alike.

Efficient Mobility: App-based rides streamline transportation, making it more efficient and convenient compared to searching for rides on the streets.

Safety Coverage: App based rides provides safety insurance up to BDT 5000 for personal accidents and medical expenses up to BDT 1 lac

Conclusion:


The rise of offline bike operations poses societal, economic challenges for Pathao and safety concerns for society. By offering verified and tracked rides, Pathao not only addresses these challenges but also contributes to societal safety, security, and convenience. In doing so, Pathao plays a crucial role in creating a safer and more efficient urban mobility experience, enhancing the well-being of its customers and the broader community. Through its journey from a delivery service to a comprehensive urban solution provider, Pathao exemplifies adaptability, innovation, and commitment to improving the quality of life for a socially responsible individual.

Requirement:

How can Pathao effectively encourage bike ride sharing users or **passengers** to choose the Pathao App as their go-to platform instead of opting for offline options where **safety poses a threat for society**. The aim is to make the users choose safety over short term cheap ride hailing solutions. To make people understand that supporting offline rides is actually supporting illegal income that does not contribute to the socio-economic betterment of the country and also poses a threat to the user's life. Your task is to devise a practical and detailed plan that covers steps and strategies to achieve this goal. The campaign will run for **6 months**, with the budget being **10 lakh Taka** approximately.


Rules and Regulations:

- The title slide along with the logo of Socio Camp XI will be provided by the organizer.

Link of the Title Slide:	
https://drive.google.com/drive/folders/1TSakUbPJtnYWx_2kZ2rk8rzmdrJyOIr5?usp=s_haring	

- The name and logo of the team need to be incorporated in the first slide. (Note that, you can not mention the name of the university in any manner within the slides. Failing to do so will result in disqualification)
- The maximum number of slides can be 15 (Including the title slide)
- The maximum size of the MS Power Point file should be **10 MB**.
- Language of the whole answer should be English. Bengali can only be used if the slogan or campaign name demands it.
- For the financial aspects of the budget breakdown, it is not mandatory to use MS excel; just show an elaborate breakdown within the PowerPoint slides.
- Any communication material should be given within the slides limit. You should not provide any communication material separately (No TVCs or RDCs for this round)
- The PPT and PDF file should be renamed as “Team Name- Socio Camp XI- 1st Round Submission” e.g. “ABCD- Socio Camp XI- 1st Round Submission”.
- You will have to submit the answer in both .PPTX format and PDF format.
- The “PDF” file of the scanned copy of “University ID Cards” of all the group members should be given in **one** separate folder in the same Google drive link of the presentation slides.

- Submission procedure: Upload your presentation slides (Both .PPTX and PDF), and University ID card file in “Google Drive”. Presentation Slides and ID cards should be in two separate folders in the same drive link. Give **view and download access** to sociocampXI2023@gmail.com. Fill up the following Google form and give the drive link in the designated section of the form. The link and QR code of the form is given below.

<p>Form link:</p> <p>https://docs.google.com/forms/d/1piaTBV5A_pAs5GYBmOMiWAZsGPtLh6bNoJcnRcJz0pA/edit</p>	
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- Only the “**Team Leader**” should submit the form.
- Submission DEADLINE 18th September 6 pm.
- Submission can be done only once.

Marking Criteria:

Marks will be awarded based on the following criteria:

Campaign Plan	Score
Campaign objective	10
Logo and slogan of the campaign	10
Analysis of the problem	20
The big idea and its effectiveness	20
Creative design and outputs	10
Effective usage of media channels and placements of the communication materials on different media vehicles	20
Budget justification and breakdown	10