

GURA RIDE

MARKETING ANALYSIS



OUR TEAM

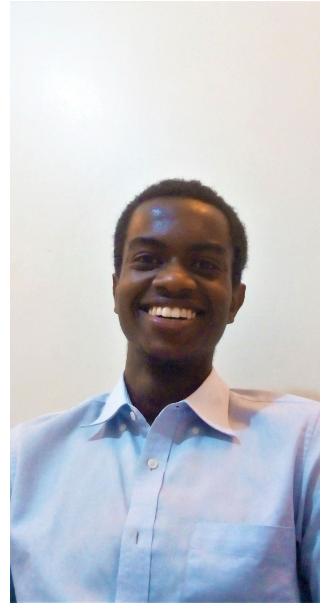


We are Cohort 5
Group B.



ONYEDIKACHI

Onah



JOSUE

Nduwayo



SANO

Talik Shawn

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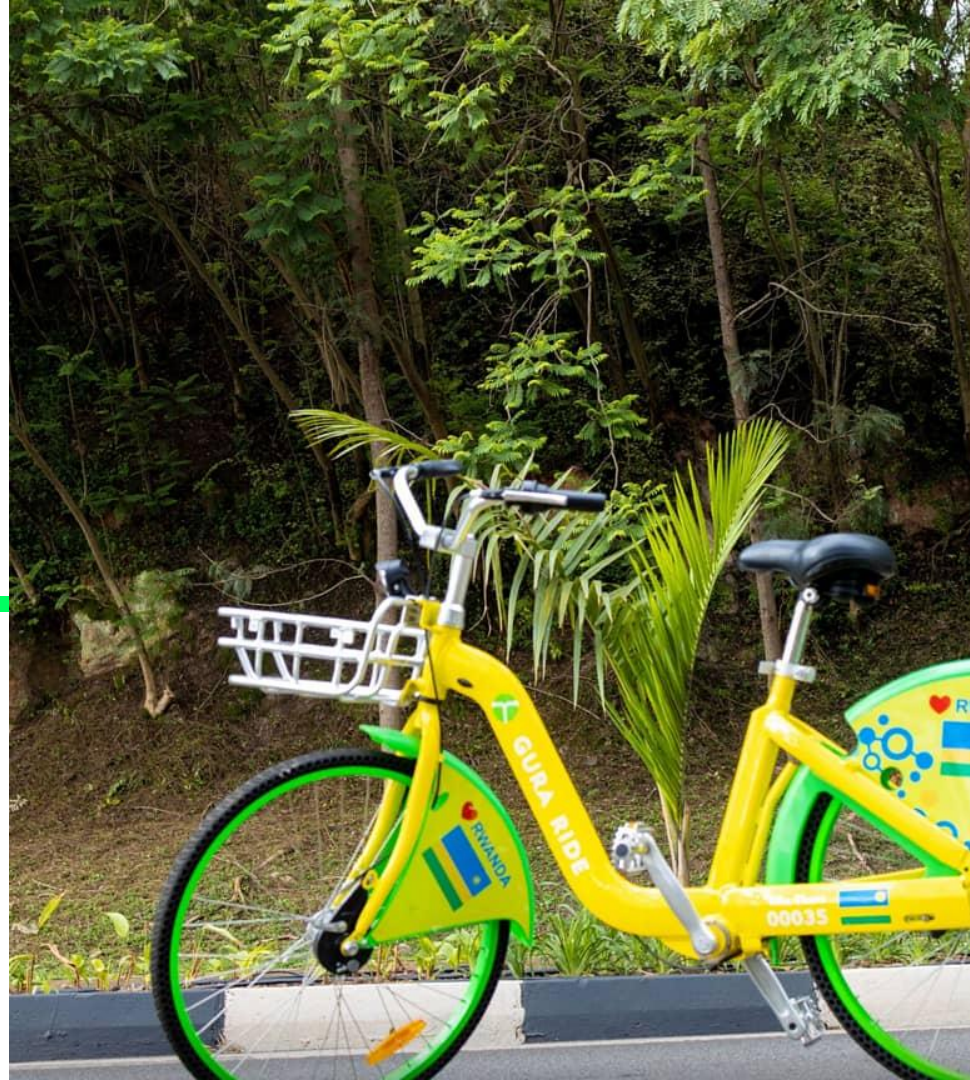
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01 PROBLEM DEFINITION



CLIENT OVERVIEW



● MAIN GOAL

Gura Ride aims at changing the transportation sector by introducing Public Bike Sharing Systems (PBS)

● ADVOCATE FOR

Women Empowerment

● BASICS

Founded in 2017 by Tony Adesina & Agenor Jean-Louis

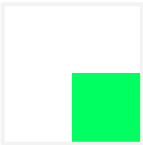

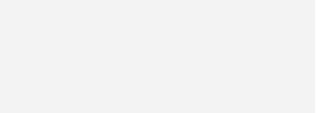
● PRICING

200RWF - 30min
1,000RWF - whole day
10,000RWF - a month

● PRODUCTS

3000 Smart bikes
2500 E-bikes
1500 E-scooters

(Adesina, 2019;
SautiTech Editor, 2019;
ALU, 2021)



“Guraride wants to find a cost-effective way of advertising their products in order to increase their profit and market share in Kigali as they commence their operation in May 2021”

PROBLEM STATEMENT



PROBLEM STATEMENT BREAKDOWN



● WHAT

Marketing Strategy

● WHERE

Kigali, Rwanda

● WHEN

Starting from May
2021

● WHO

Gura Ride

● WHY

To increase profit &
market share

● HOW

By increasing brand
awareness



02 SITUATIONAL ANALYSIS

COMPETITOR ANALYSIS



Target Market

YEGOMOTOS

No Specific Target

KAIROS CYCLING

Mountain bikers

GRAY TRANSPORTERS

Middle-Upper Class, 18-40



Pricing Model

300RWF/2km

Priced on rental Agreement

200RWF/min or 1000 within 5km of the rider



Marketing Strategies

TV and Website Ads & Call Centre

Tv ads, Events & Website ads

Word of Mouth



Online Marketing Strategies

Facebook & Instagram (2934+992 Followers)

Facebook & Instagram (140+290 followers)

Facebook & Instagram (76+121 Followers)

TARGET MARKET ANALYSIS



GEOGRAPHICS



Kigali, Rwanda

CUSTOMERS



- Students
- Young professionals
- Companies offering delivery services

SOCIO-ECONOMIC



- Low to medium income class
- Small businesses

PSYCHOGRAPHIC



These customers value low prices or are attracted to discounts or reduced prices

MARKET SEGMENTATION

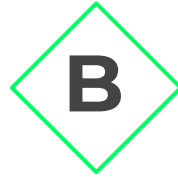


Type of approach	Segmentation criteria
Geographic	Kigali, Rwanda
Demographics	Male & female, Aged between 16-30, University Students, and Fresh Graduates.
Psychographic	Low and middle income class
Behavioural	Looking for fast and affordable means of transportation
Decision maker	Individuals

CUSTOMER JOURNEY MAP INSIGHTS



The Kigali car-free day is the top motivation for users.



There needs to be high public awareness about GuraRide



The customers end up satisfied and happy after the ride.

MARKETING MIX

PRICE
200 RWF/30 min
1,000 RWF/day
10,000
RWF/month

PROCESSES

Effective app
USSD

PROMOTION

Social Media
SEM

PHYSICAL EVIDENCE

Website
SM accounts
Posters

PLACE

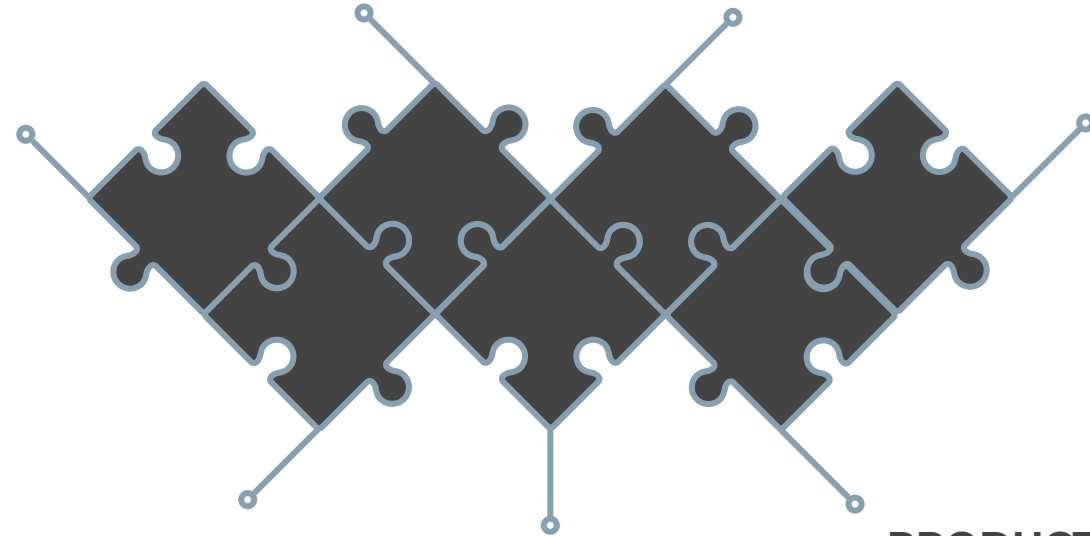
Town,
Kimironko,
Nyabugogo

PEOPLE

Social Media
Experts

PRODUCT

Smart bikes
E-bikes
E-scooters



KEY RESEARCH INSIGHTS

01

Low social media engagement and service limitations (Guraride, 2021)

Expansion of target market (The New Times, 2009)

02

03

32% of Rwandans can neither read nor write (Trines, 2019)

04

Twitter and Facebook are the most popular social media in Rwanda with 44.81% and 35.16% users respectively (StatCounter, 2021)

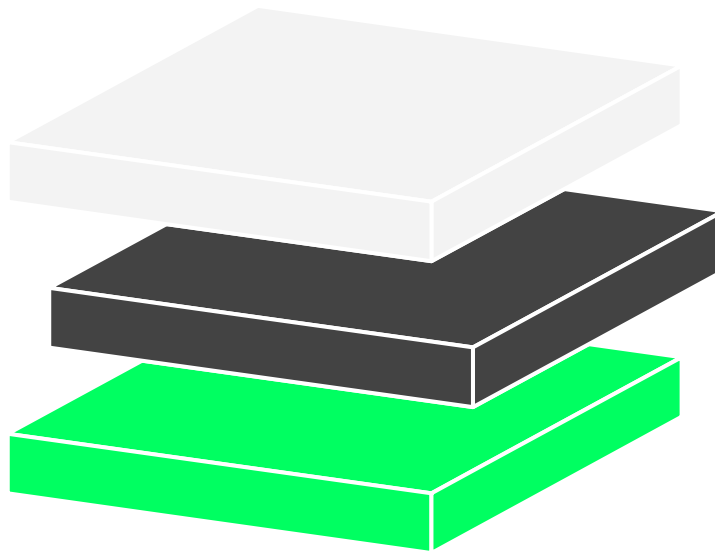
03 MARKETING STRATEGY



MARKETING GOAL: INCREASE CUSTOMER BASE

OBJECTIVE 1

Increase
brand-awareness



OBJECTIVE 2

Understand the
Kigali Market

(Ayodele, 2021;
ALU, 2021)

MARKETING TACTICS



- **Social Media Photo Challenges**

- **Paid Social Media Advertising**

- **Teaching High School Students How to Ride**

- **Search Engine Marketing**

- **Instagram Polls for Feedback**

- **Rewards for Feedback**

(Shelley, 2020;
Marrs, 2020;
Scott, 2020;)

DEFENSE FOR RECOMMENDATION

Potential Audience in Rwanda

650K **Facebook**

250K **Instagram**

230K **LinkedIn**

114K **Twitter**

(Kemp, 2021)

- The African youth is more technologically inclined than ever before
- Through Social Media Marketing, Gura Ride can build better brand loyalty with our suggested target market (youth/university students).
- Gura Ride can have a more direct link to its customers (customer service, create conversations)

(Times Reporter, 2012;
Kalan, 2013;
Bhat, 2018;
Dukart, 2018)



04 SOLUTION EVALUATION

PROS & CONS

PROS	WEIGHT	CONS	WEIGHT
Social media is the easiest way to reach the target market.	5	Social Media Marketing requires time and attention	3
Creating awareness in high schools will increase the number of subscriptions.	4	Training high school students require capital and hiring more employees.	5
Photo/tweet challenges is an affordable and effective way to attract a large number of participants.	5	It requires having an already established large number of followers.	5

(Webfx.com, 2021;
DiSomma, 2021)

FEASIBILITY ANALYSIS

	SOCIAL MEDIA MARKETING	SEARCH ENGINE MARKETING	HIGH SCHOOL RIDE TEACHING
Operational	Marketing team to curate content and keep track of the analytics.	Web Developers to keep updating the website and keep track of the relevant keywords	Team to train the students
Technical	N/A	N/A	- Helmets and shin pads - Bikes & scooters
Financial	Marketing Budget. A portion to go towards paid social media advertising	- Marketing Budget. A portion to go towards pay-per-click advertising -Web developers' salary	N/A

RISK ANALYSIS



● Risk 1

SEM is highly competitive (may not accept GuraRide)

● Mitigant 1

Clean website. Use of keywords in it.
Gives the website a better chance

(Digital Garage, 2019;
CyberClick, 2021)

● Risk 2

SEM does not guarantee sales (cost incurred regardless)

● Mitigant 2

Create captivating content. Emphasise the value you bring.

(Porter, 2020; R.L. Adams, 2017; McClure, 2017)

● Risk 3

Social Media Marketing has slow ROI

● Mitigant 3

















Use SMM in tandem with other online marketing tools

(Webfx.com, 2021;
BusinessBlogs, 2018)

APPENDIX

Resources

- [Competitors Analysis](#)
-

STAGES OF JOURNEY	MOTIVATION	RESEARCH			SUBSCRIPTION	FINDS A STATION	UNLOCKS BIKE	RIDE AND FEEDBACK
ACTIVITIES	Wants to ride a bike on Kigali car-free day.	Searches for bike renting services in Kigali and their pricing.	Discusses the process and pricing with friends.	Downloads mobile app..	Checks for promos or discounts and makes payment.	Find nearby station and finds a transport means to there..	Scans QR code to unlock bike.	Rides the bike and parks it in a charging station after usage.
								
VERY HAPPY								
SATISFIED								
UNHAPPY								
EXPERIENCES	Excited to have fun riding and exercise.	<ul style="list-style-type: none"> • Happy to find Guraride.. • Confused about price. 	<ul style="list-style-type: none"> • Sad to see the \$1500 price in case of loss. 	Happy with different subscription s and payment options.	Unsatisfied with the lack of deals or promos.	Happy with ease of access to service points.	Happy with process of unlocking and accessing bikes.	Excited and rejuvenated by the ride.
CUSTOMER EXPECTATION	Easy to get bikes and affordable services..	An affordable stress-free ride.	A system that takes into account people's financial status..	Payment without hitches and complications..	Incentives to attract more customers and cater for people of low income.	Stress-free access to bike stations..	Good customer service.	An exciting experience.

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THANKS

Do you have any questions?