Name

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# Description

Uber is a global ride sharing organization, where users can book a cab to ride to their destination just from their smart phones. It started as a simple idea: What if you could request a ride from your phone? But what began as just a thought quickly grew into a global brand focused on helping move you toward opportunity out in the world.

# Business Nature:

Uber is a smartphone app which provides on-demand service to users. It connects willing passengers to taxi cab drivers. Taxi drivers use their own cars when providing taxi service and Uber gets 20% of the fare. The total process is very simple, registered Uber users asks for a taxi using the Uber app, an Uber driver then dispatched to the passenger’s location and assist the passengers to reach his destination. The passenger’s credit card is used as the sole payment method.

# History:

* Uber was founded in 2009 as Ubercab by [Garrett Camp](https://en.wikipedia.org/wiki/Garrett_Camp)
* In 2011, the company changed its name from UberCab to Uber after complaints from San Francisco taxi operators
* In July 2012, the company introduced UberX, a cheaper option that lets people drive for Uber using non-luxury vehicles
* In August 2014, Uber launched UberPOOL, a carpooling service.

From there onwards UBER keep on expanding their ventures and new features in the globe.

# PEST Analysis:

## Political factor: Uber has faced so many controversy, such that it has not end till present. Many of the controversy is due to regulations, Taxi licenses and some even related to advertising

## Economic factor: The main operating model of Uber is the sharing economy. It means this economy is based on sharing physical and intellectual resources. Since its launch UBER has grown dramatically bringing so many changes to the economy factor in the globe for certain countries.

## Social Factor: Users of UBER accept the platform easily .As it is easily available for all customer , user used to post their experiences in the social media sites.

## Technology Factor: The main factor that drives the UBER is the technology. Without their mobile app they can’t anything. So they are keep on driving in improving their technology.

# SWOT Analysis:

## Strength:

* Largest Ride Sharing Technology
* Low Fixed Investment
* Low Prices as Compared to Taxis and Other riding services

## Weakness:

* Multiple Scandals
* Dependency on the workforce
* Public Backlash

## Opportunity:

* Accountability and Performance
* Utilize Digitalization and latest technologies
* Logistics

## Threats:

* Increasing Competitors
* More regulation problems in many countries
* Maintaining drivers as more options are available

# Major challenges for organization

## Increasing competitors

As more and more new start up organization similar to UBER arises, they are losing in many part of the countries

## Brand recognition

Since many are familiar with the name of the organization, customers are willing to take any new services provided by the organization

## Globalization

Since the organization is available globally, it’s not an easy task to maintain all the regulations and maintaining the balance in the organization.

# Conclusion:

As the competition increasing day by day, the organization need to adhere to the current trend of the technology and provide more user friendly features to users. Using their brand, UBER should be able to introduce more new realistic features using the mobile other than just the ride sharing app.

As far the globalization, Uber should try to mend to regulations and avoid conflict and scandals in many part the countries. This can be done by training the employees globally on a common goal for the organization.

# References:

1. Wikipedia
2. Uber website
3. Business strategy hub