

# uber

Next-Generation Car Service

# Overview

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# Macro strategy

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## When ? Who ?

Uber was founded in March 2009 by Garrett Camp and Travis Kalanick in San Francisco, California. The company officially launched its services in 2010.

## Why ?

To improve urban mobility, reduce car dependency, and provide earning opportunities.

## How ?

Mobile app, GPS tracking, surge pricing, AI-based route optimization, digital payments.

## What are the main services Uber offers besides ride-hailing?

- Uber Eats (food delivery), Uber Freight (trucking logistics)
- Uber for Business (corporate transport solutions)
- Uber Reserve (pre-scheduled rides).
- Uber Jump (e-bikes and scooters)

## How much ?

\$35 billion in revenue (2023), costs include driver payments, technology, and expansion.

## How has Uber responded the criticism regarding driver pay and working conditions?

Uber is criticized for treating drivers as independent contractors, limiting their benefits and job security. In response, it launched Uber Pro, provided some benefits in certain areas, and faced legal disputes over worker status.

# Porter's force

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## Industry Rivalry

Uber faces stiff global competition, including from Lyft in the US and Careem in the Middle East and Asia. Other rivals like Didi Chuxing, Grab and Ola are adding to the competition, which is based on price, service and reliability.

## Bargaining of buyers

Customers have many alternatives and are price-sensitive, forcing Uber to stay competitive to retain its user base.

## Threat of new entrants

Its business model is easy to replicate with low entry barriers, attracting new competitors and increasing market competition.

## Threat of substitutes

Uber competes not only with similar services but also with taxis and public transportation, which can divert customers away.

## Bargaining of suppliers

Uber relies on independent drivers, who have high bargaining power and can impact its reputation and costs.

# Market situation

Uber is a major player in the global mobility services market, operating in over 70 countries and 10,000 cities. The company has diversified beyond ride-hailing, with Uber Eats (food delivery), Uber Freight (logistics), and micro-mobility (bikes & scooters through Lime).

- Market Growth: The sector is expected to reach \$150 billion by 2025, driven by urbanization and digitalization, but Uber faces strict regulations and high costs.
- Technology & Innovation: Significant investment in AI, route optimization, and autonomous vehicles (via Aurora), with a dynamic pricing model.
- Regulatory Environment: Uber must comply with stricter regulations (labor laws, taxation, compliance) in various countries.

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# Competitor analysis

Uber faces significant competition from various global and regional players in both ride-hailing and delivery services. In ride-hailing, it competes with Lyft in North America, Didi Chuxing in China, and regional players like Bolt and Ola.

In food delivery, rivals include DoorDash in the US, Just Eat Takeaway in Europe, and Meituan in China. Additionally, Uber faces competition in autonomous vehicles from companies like Waymo, Tesla, and Cruise, and maintains partnerships in micro-mobility (e-scooters and bikes) with Lime.



# SWOT

## Weaknesses

- Legal challenges and scandals
- Overdependance of drivers
- Lack of profitability

## Strengths

- Huge brand name
- Extensive global presence
- Technological innovation
- Affordable prices

## Threats

- Competitors
- Inappropriate actions by drivers
- Low margins

## Opportunities

- Compagny expansion
- Partnerships with other businesses
- Diversified offerings



# Opportunities

- Integration with Fintechs to improve transactions
- Expansion in logistics to increase revenue
- Development of autonomous mobility services
- Expansion in emerging markets
- Transition to electric vehicles and sustainable mobility

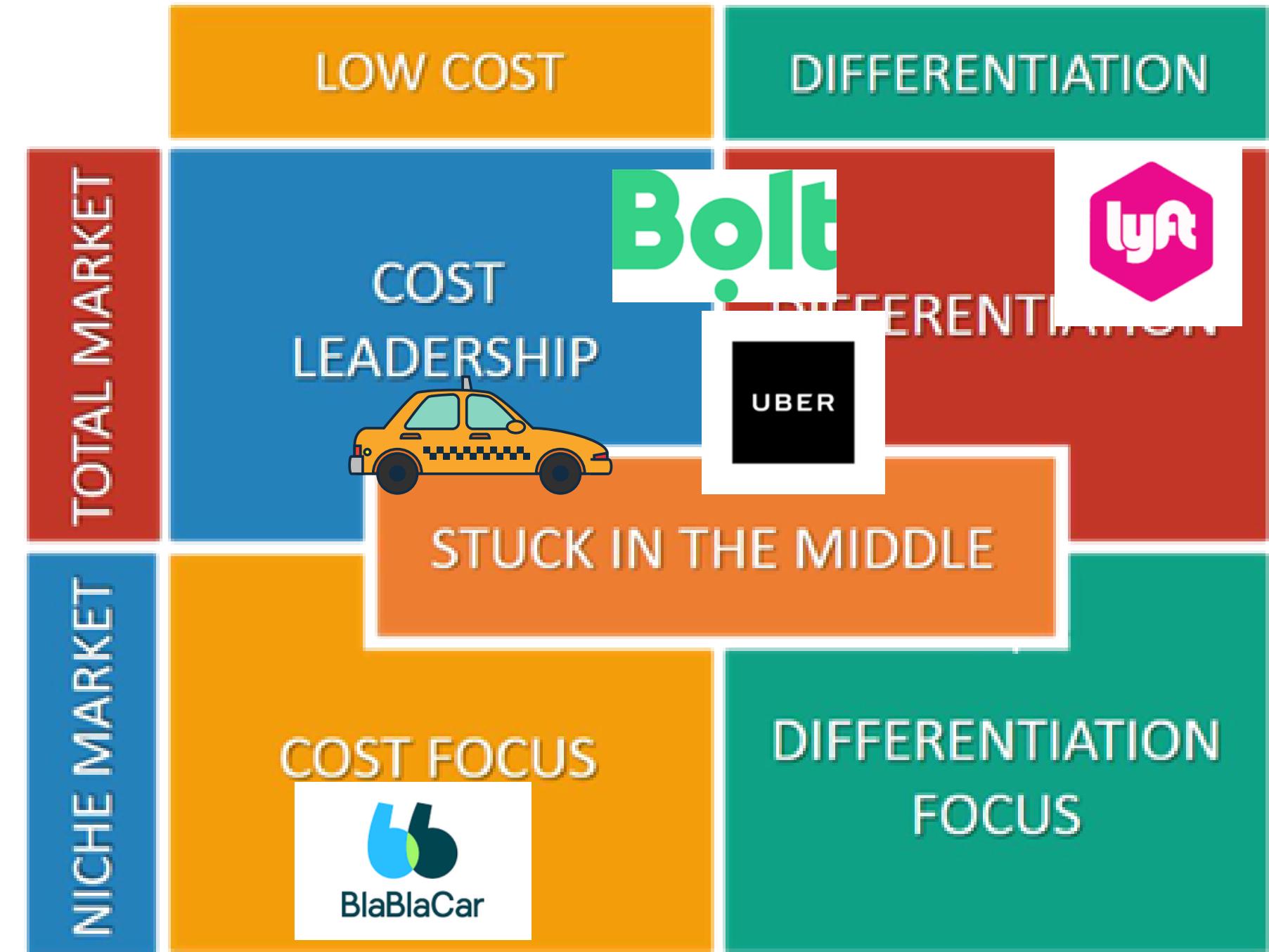
# Risks

- Regulatory constraints and unfavorable legislation
- Economic slowdown and decline in purchasing power
- Intense competition from other mobility platforms
- Dependence on drivers and growing dissatisfaction
- Cybersecurity and data protection

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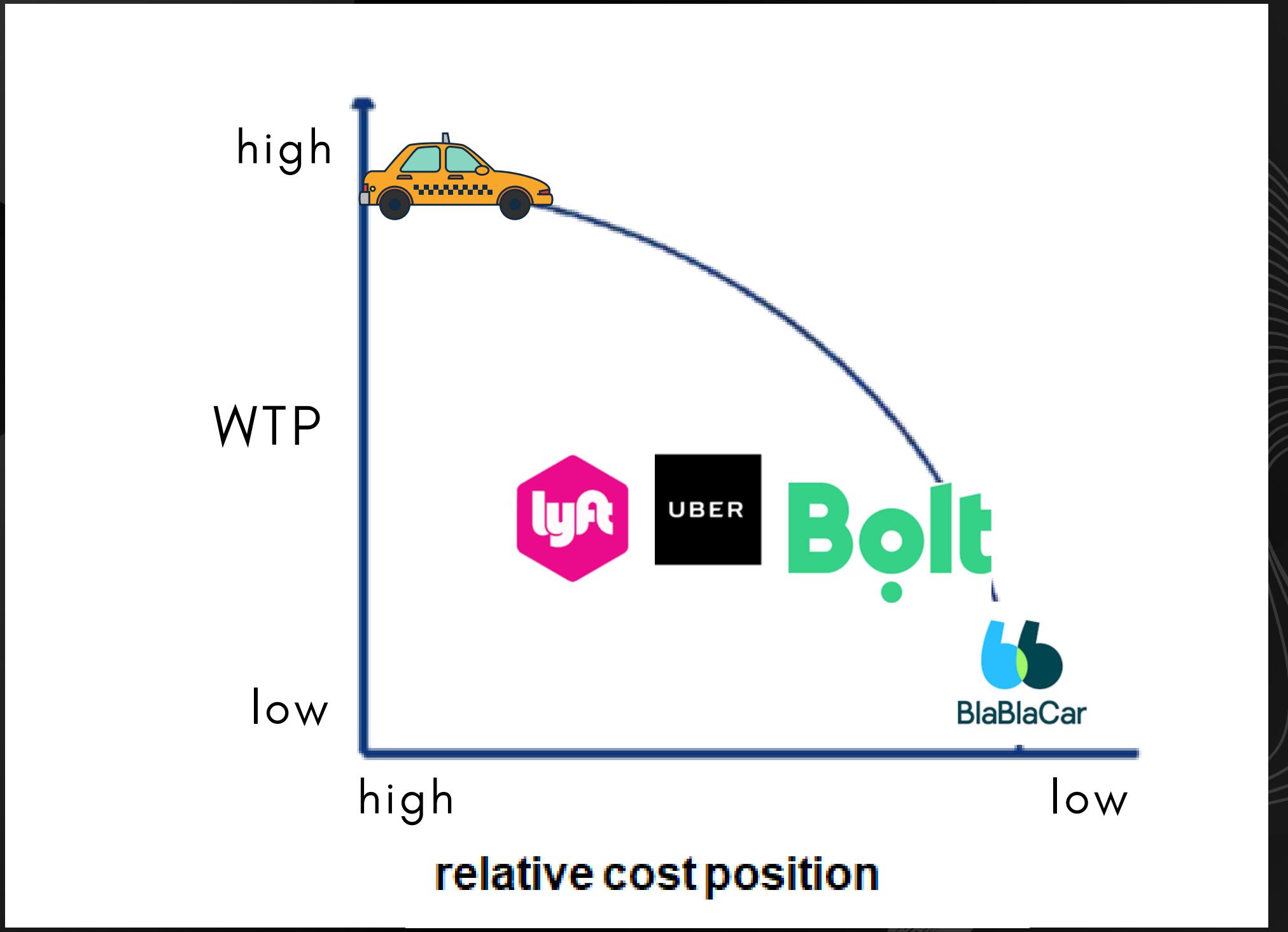


# Position of Uber



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# Position of Uber



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# UBER Income Statement

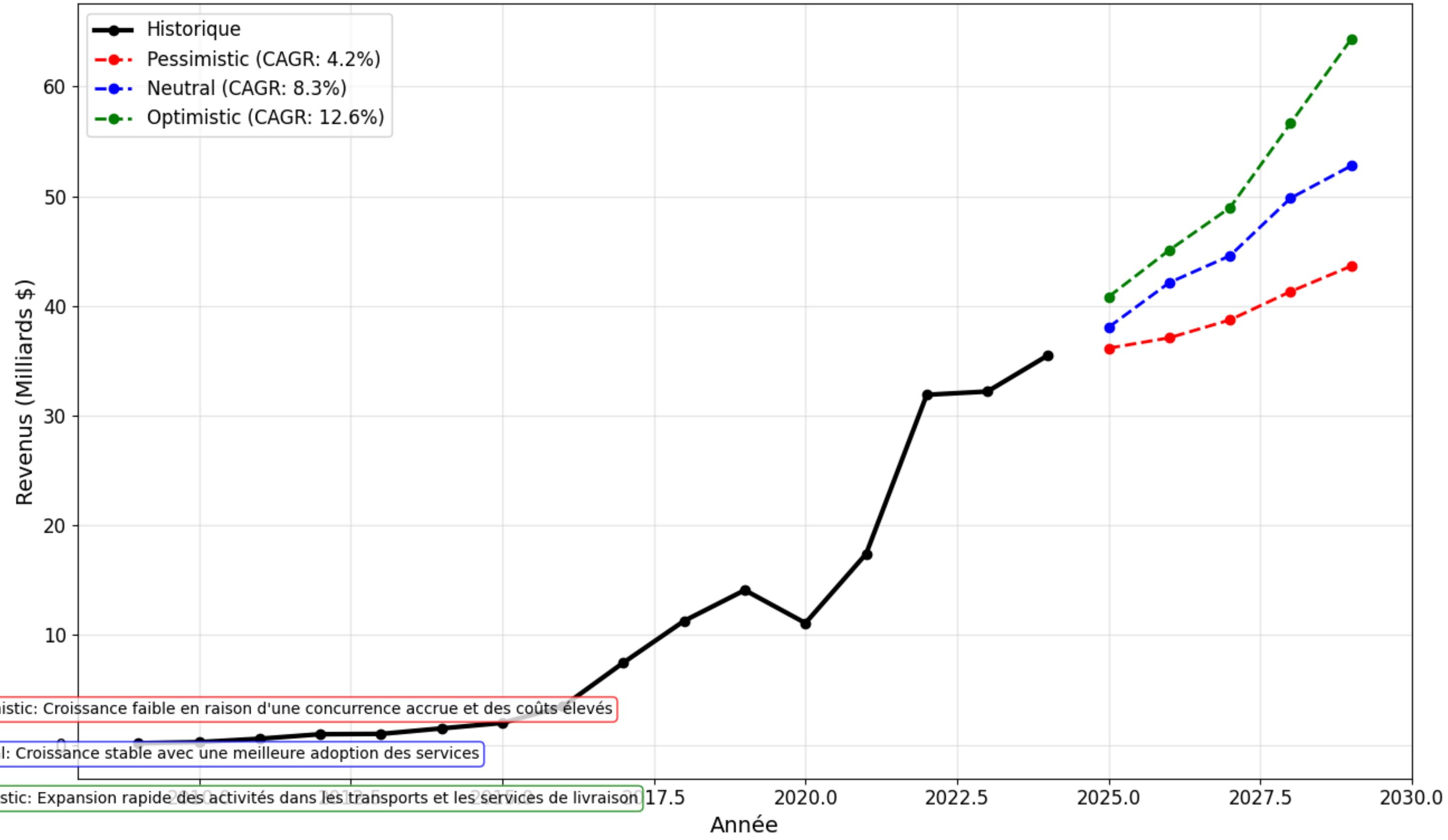


Category	2024 (Actual)	2029 (Pessimistic)	2029 (Moderate)	2029 (Optimistic)
Revenue by Segment (in billion \$)				
Mobility (Rides)	38.5	45.0	55.0	70.0
Delivery (Uber Eats)	15.0	18.0	22.0	30.0
Freight (Uber Freight)	6.5	7.0	10.0	15.0
Other Revenue	2.0	3.0	4.5	7.0
Total Revenue	62.0	73.0	91.5	122.0
Expenses	(60.5)	(70.0)	(84.5)	(107.0)
Profit (Net Income)	1.5	3.0	7.0	15.0

# UBER Profit Forecast

Projections des Revenus d'Uber (2009-2029)

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# Micro strategy

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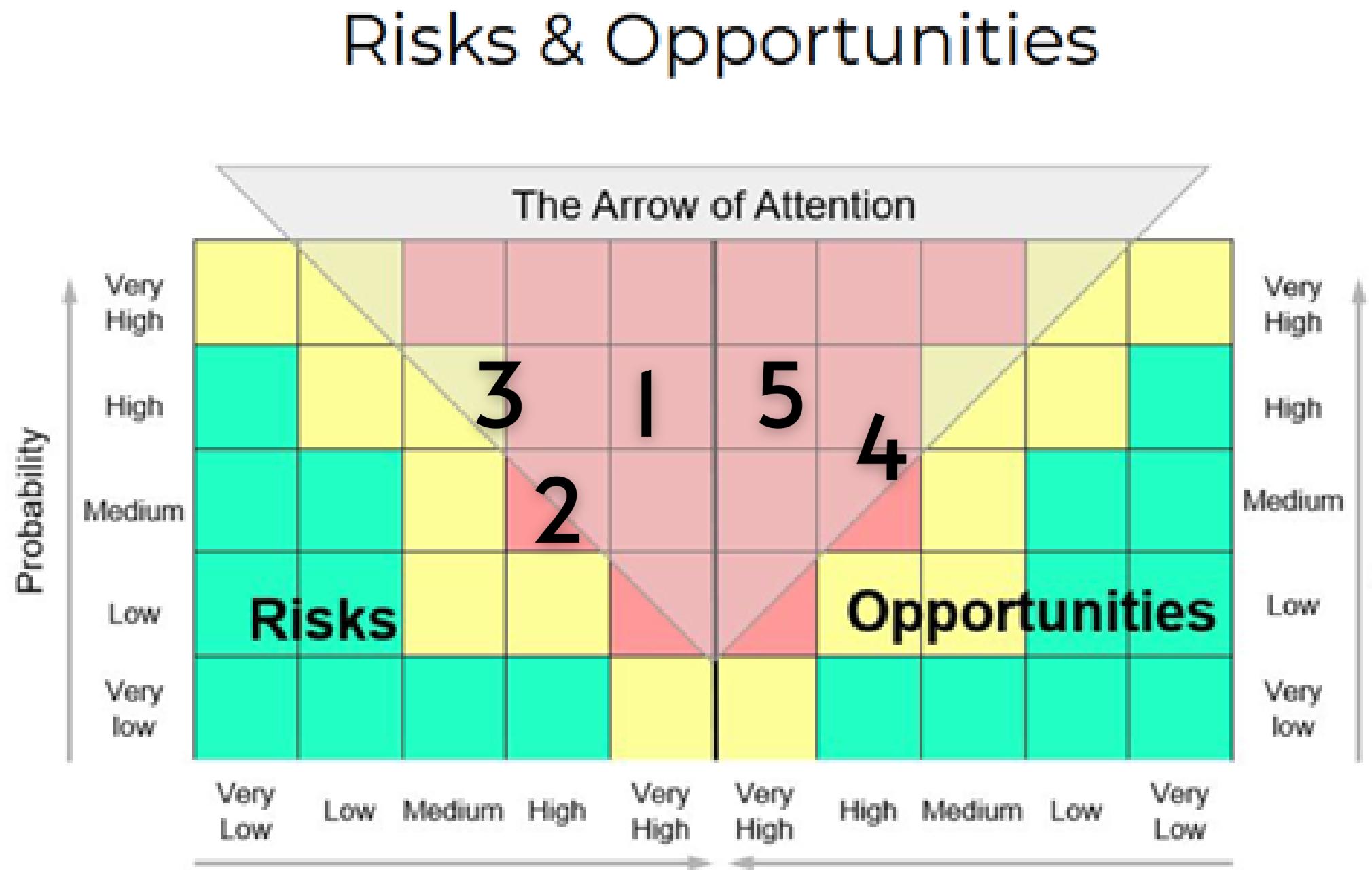
# Schedule for opportunity development: partnership with other businesses

	now	2025	2030	2035	2040	2045	2050
Identify potential partners							
Pilot partnership projects							
Negotiate and establish contracts							
Integrate services and optimize collaborations							
Scale partnerships globally							

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# Opportunity : partnerships with other businesses

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1. Regulatory challenges affecting partnerships
2. Economic downturn reducing business collaborations
3. Integration with fintech improving transactions
4. Expansion into logistics increasing revenue
5. Competition from other mobility platforms



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Thank You

