LALAMOVE

A Case Study

1. INTRODUCTION

Lalamove is a delivery app that helps people send items from one place to another quickly. You can use it to deliver packages, food, furniture, or business goods on the same day. The app connects you with nearby drivers who use motorcycles, cars, or trucks. You can track the delivery in real time and see the price before booking. It is commonly used by individuals and small businesses for fast and easy deliveries.

2. BUSINESS MODEL

Lalamove operates as a two sided digital platform. It connects two groups: customers who need items delivered and drivers who provide delivery services. Both groups use the Lalamove mobile app or website to interact. The platform handles booking, pricing, driver matching, and tracking. Lalamove earns money by taking a service fee from each delivery made through the platform.

3. VALUE PROPOSITION

Lalamove's value proposition is fast and convenient delivery on demand. It allows customers to book same-day deliveries easily through an app with clear pricing and real-time tracking. Users can choose different vehicle types based on what they need to send. For drivers, it offers flexible work and a way to earn using their own vehicles. Overall, Lalamove saves time and makes deliveries simple for both customers and drivers.

4. TECHNOLOGICAL UNDERPININGS

Lalamove's technology is centered around its mobile app and web platform, which act as the main connection point between customers and drivers. The app uses GPS and mapping technology to locate the nearest available driver, plan the fastest route, and provide real-time tracking so customers can see where their delivery is at any moment. Its pricing algorithm calculates delivery costs instantly based on factors like distance, type of vehicle, package size, and traffic conditions. The platform also includes in-app communication, allowing drivers and customers to send messages or updates without needing calls or texts. Finally, digital payment integration ensures transactions are secure, fast, and cashless, making the whole process smooth and efficient for both parties.

5. IMPACT AND DISTRUPTIONS

Lalamove has had a significant impact on urban logistics and delivery services. It disrupted traditional courier and trucking businesses by offering fast, flexible, on-demand deliveries without owning vehicles. For customers, it made same-day and last-minute deliveries easier and more reliable, especially for small businesses and online sellers. For drivers, it created new income opportunities and flexible work options, similar to a gig-economy model. Overall, it has accelerated the shift toward app-based, tech-driven logistics, forcing traditional delivery companies to adopt digital platforms and faster service models to stay competitive.

6. CHALLENGES AND CONTROVERSIES

Lalamove faces several challenges and controversies. One major challenge is driver safety and labor rights, as drivers are independent contractors without benefits or job security, leading to debates about fair

pay and working conditions. Another issue is traffic congestion and environmental impact, since rapid on-demand deliveries can increase urban vehicle use. The platform also faces regulatory hurdles in different countries, where local laws on gig work, logistics, or licensing can limit operations. Additionally, there have been customer complaints about late deliveries, lost packages, or inconsistent pricing. Balancing rapid growth with safety, fairness, and regulatory compliance remains a key ongoing challenge.

7. RESEARCH CONCLUSION

Lalamove is a delivery service that connects people who need items delivered with drivers through a mobile app. It makes money by taking a small fee from each delivery, while drivers use their own vehicles, keeping costs low. The app uses GPS to track deliveries, calculate prices, and let customers and drivers communicate easily. Its main value is fast, convenient, and flexible delivery for both individuals and businesses, which has changed how traditional courier services operate. At the same time, it faces challenges like driver safety, following local rules, traffic, and occasional service issues.