



遠DD  
Call DiDi

DiDi Taxi

Market opportunity in **HK**

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# DIDI Taxi in HK



Serving Hong Kong since 2018, completing **2.7 million trips**, with **42,000 registered drivers** and an average pick-up time of **5 minutes**

2018.02

DIDI was officially stationed in HK;  
Providing functions such as  
predicting taxi distance and time,  
booking taxis, instant messaging,  
etc.

## 滴滴出行正式进入香港 上线出租车叫车服务

环球网 2018-02-06 09:56

大字

滴滴出行旗下服务香港民众逾三年的“快的Taxi”今日完成全面升级，DiDi APP即日启动试营运。携“让出行更美好”的使命，滴滴出行品牌正式进入香港。

為搶佔香港網約車市場，中國大陸叫車平台「滴滴出行」旗下手機應用程式DiDi繼之前以獎金吸引香港的士司機加盟和大量的廣告投放後，日前再「加碼」，宣布與信用卡公司合作，在App內推出無現金電子支付，並連續三個星期五推出乘客優惠，使用信用卡付款便可享受每程最多一百港元(約合十三美元)的車費優惠，每個優惠日最多可享兩程優惠。

DiDi是香港的士電召App「快的Taxi」的升級版，兩者同屬滴滴出行，App目前累積逾六十萬註冊用戶，合作司機佔全港的士司機一半以上。■

2018-2019

Cooperation with Visa, WeChat Pay,  
Alipay(multiple payment options)  
Increase advertising and offer great  
discounts



2020-2022

Health protection against  
COVID-19 & taxi discounts  
Collaboration with Taobao  
Offers 15% discount on all  
day & night taxi



## 天貓香港聖誕雙12優惠

1. 淘寶跨境 12月12-14日 滿¥450減¥40
2. 天貓香港 12月12-17日 滿\$199減\$30

DiDi x 天貓香港12.12

Road map in HK  
Data from DIDI HK facebook&website

# 5Cs for DIDI Taxi Market Opportunity Analysis in HK



## Customers

### New Hong Kong drifter

who have come to Hong Kong through the Highly Talented Persons Policy in recent years

- Highly educated
- Years of working experience in large companies in mainland
- More accustomed to traveling by taxi
- Information gap on Hong Kong's consumer culture;
- more favorable to mainland brands

### short-term tourists

Who coming HK to tour & concerts after customs opening

- No Hong Kong cell phone number
- Already a DIDI TAXI consumer in mainland

## Common behaviors and needs

More accustomed to pay with Alipay & WeChat

More trust in mainland brands

Need to commute long distances

### 香港争抢内地精英：一场错位的奔赴

每日人物 2023-07-30 12:05 发表于北京

但今年年初起，一切都变了。身边好多朋友来和他打听怎么申请香港身份，

很快，一场香港移民热潮在内地精英中蔓延开来。

腾讯北京总部楼下，有员工在等夜晚的班车时，会谈论起香港。部门领导特意邀请香港移民中介，来到挤满员工的会议室里，特地从杭州飞到北京，给来自字节跳动的客户介绍香港的方方面面。

### 香港“抢人”，内地中产涌入：35岁危机与鸡娃的新出路？

果壳亲子Guokr 2023-08-03 07:31 发表于北京

作为新的人才政策，高才通申请人的年龄段集中在中青年。前5个月获批的2.1万人中，40岁以下的申请人占比接近8成，30岁以下占比超过4成。获批申请中，毕业于百强大学并有工作经历的人群占比56%。

从数据上来看，第一季度优才计划的申请人数也迎来井喷，接近1.8万人，超过了2022年整年的申请人数。



### 看演唱会 打车划算！尖沙咀-亚博

路上随机拉了两个姐妹拼车（一共4个人）  
本来想说打uber但绑定银行卡很麻烦，拦的士又怕坑  
打开didi突然发现可以境外打车！！（牛的！）  
价格本来一开始人民币280左右，4个人算下来感觉比机场快线划算！  
下车结算实际金额才255人民币～  
大家真的可以组队打车，机场快线麻烦又累  
#nctdream 香港演唱会 #NCT\_DREAM

### 香港迪士尼

早上10点，打车去。打车软件：滴滴出行。港丽酒店到迪士尼300港币。

项目推荐：逃离大宅 铁甲奇侠飞行之旅。

购物推荐：周大福（有惊喜，时候刚到货，有时候货不多）

晚上看完烟花，地铁回酒店。原计划是打车，但是还没走到打车地点，地铁站一把地铁回。回港丽1小时左右，付宝就能进地铁。不需要八达通。  
#迪士尼乐园 #香港迪士尼 #迪士尼 #香港 #香港旅游攻略 #香港打卡 #迪士尼烟花 #香港拍照





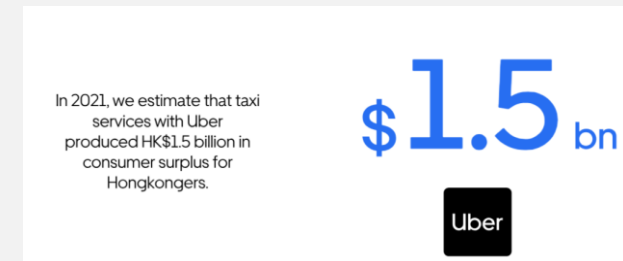
## Competitors

### Opportunities

- **Uber**, DIDI TAXI's biggest online taxi competitor, had lost a lawsuit for violating the law, and currently Uber's private online taxi is still in a gray area of the law (Drivers and passengers are at risk of breaking the law)
- **HKtaxi**, the most popular taxi platform used by local drivers, but consumers have suffered from Hong Kong drivers charging indiscriminately, refusing to take a taxi, etc. for a long time; and the APP function is not as perfect as DIDI TAXI.

### Threats

- Public transportation options in Hong Kong are now **very diverse and convenient**
- Uber has developed a certain degree of brand loyalty in Hong Kong and has become the preferred choice of consumers when using online taxi services







# Company & Collaborators

## Strengths

- As the ride-hailing company that occupies the largest market share in China, it is a well-established and well-known brand;
- DIDI APP is well-functioning, with cross-border car, one-touch alarm, chauffeur service and other functions not provided by other software.

## Weakness

- Negative news in the past - Sexual assault cases & apps related to privacy invasion
- Poor user & driver experience during operation due to consumer culture differences
- Long waiting time for passengers due to fewer drivers

## Upstream & Downstream

- Cooperate with **WeChat & Alipay** to provide payment discounts
- Cooperate with **Taobao, Jingdong** and other shopping platforms to provide discounts during shopping festivals

## Shared interest

Through the cooperation, it can promote the frequency of using the APP and enhance users' stickiness to the brand, thus increasing consumption and further increasing the market share in Hong Kong

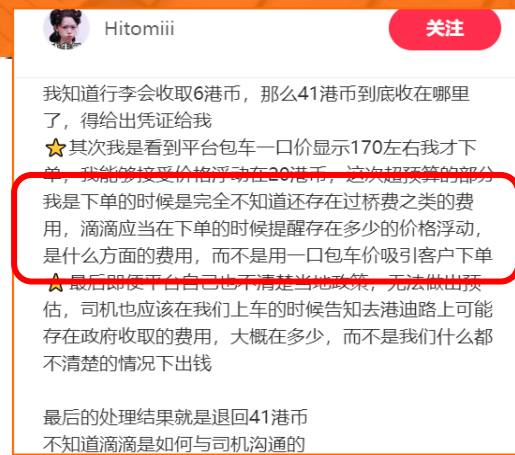


私隱問題 網約的士Apps 疑索過多權限  
涉未通知用戶下載檔案 消委會憂資料外洩

■ 行政人員版 2018/03/16

不少市民會利用手機Apps預約的士，惟部分Apps有侵犯用戶私隱之嫌。

消委會比較本港7個的士Apps，發現大部分均會要求取得與服務無關的權限，其中DiDi（前身「快的打車」）要求的權限最多，包括讀取及





## Context

### Political

#### For HK local:

Rejection and non-acceptance of Chinese companies.  
E.g. they are reluctant to use WeChat & Alipay due to privacy concerns.

#### For Hong Kong drifter & tourists:

Naturally prefer to use familiar taxi apps due to old consumption habits.



### Legal

- Ride-hailing with Private car is still a gray area in HK
- Subsidized discounts offered by platforms to incentivize drivers to sign up may also have legal implications
- However, the HK government is also exploring the development of Ride-hailing policy

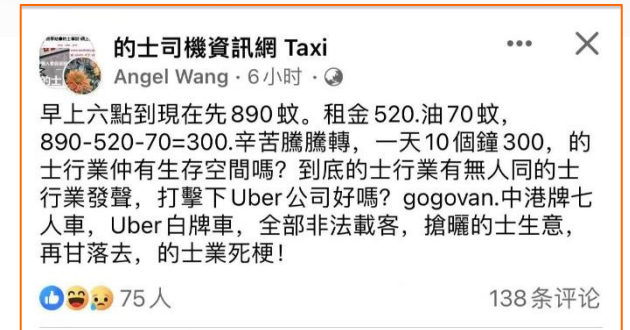
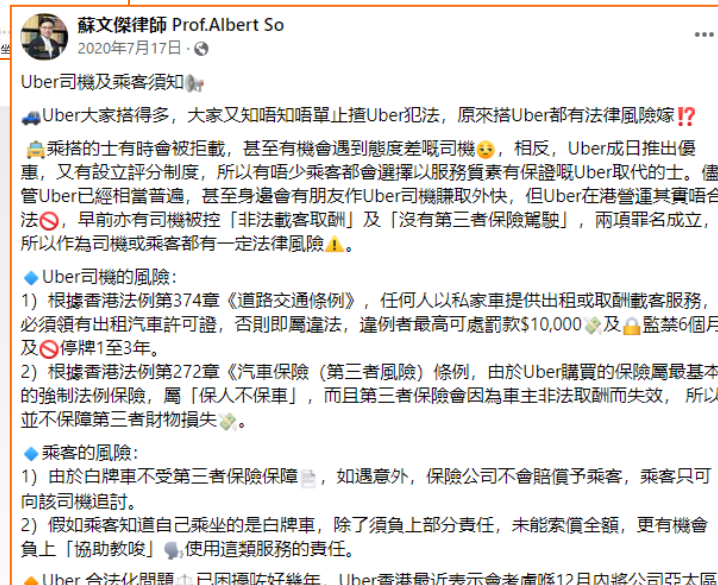
### Social

**For drivers:** Touching the interests of the cab industry, triggering resistance from a large number of drivers and invested cab groups

- In HK, to be a taxi driver need to have a special cab license and pass tests, so ride-hailing will harm the interests of cab owners & rental car drivers
- The drivers prefer to receive cash due to the commission for taking orders on the platform.

#### For consumers:

Providing consumers with more diverse travel options and the ability to enjoy a higher quality of service (vs. the original poor impression of local drivers)



# Hypothesis 1

## Market opportunities for DIDI TAXI

### DIDI TAXI Target Consumers

**New arrivals middle-aged HK drifters  
short-term tourists & show-goers**

#### Needs & Characteristics:

1. Long-distance commuting (business trips; tourist attractions)
2. Routes focused on ports, tourist attractions, concert venues, airport, high-speed rail stations, etc.
3. Need to ensure the safety of late-night commuting

欢迎使用粤港车

✓精选舒适车型 ✓省心便捷过关

我们将提供让你安心的跨境服务



与其被香港出租坑，不如用滴滴打车  
首先在这里说明一下，这个不是引战贴！  
不光是香港，其实很多地方的出租车司机都有宰客行为，这个问题在全球都没有解决！  
这次在香港打出租车，被绕路几次之后，就有点不太开心了。

在网上攻略后发现：香港可以使用滴滴打车！

说点什么... 435 356 156



## Advantages of DIDI TAXI:

- Provide cross-border car service
- Support WeChat& Alipay
- One-touch alarm & trip sharing
- Confirm cost & time in advance
- Communicate with platform instantly
- Option to call the driver or not



## Hypothesis 2



long commutes  
& nighttime travel



Promotions on DIDI TAXI's Facebook and Instagram accounts for three months for users with long commutes and nighttime travel needs

01

15% off for each taxi order with destination/departure at **airports, high-speed rail stations** and **border crossings** (one offer per account per day)

A

allocate one-third of the platform's drivers to specialize in long-distance orders from airports, ports and high-speed rail stations.

B

allocate one-third of the platform's drivers to run urban orders (shopping districts such as Yau Tsim Mong and Central).

Result

Compare the driver income, number of orders, and user ratings of Group A and Group B after three months to test out the demand of the group of users with long-distance commute

02



Subsidy of HK\$100 per order for cross-boundary rides after 10pm

VS



15% discount on per order after 10pm on weekdays.

Result

Compare the number of likes and comments under these two different offer posts and the number of taxis taken during the periods when the two offers were launched separately to test out the volume of users taking cross-border taxis at night (compared to weekdays)