





## 2 . Brainstorming

### ADVANTAGES:

The four primary methods of gaining a competitive advantage are

- Cost leadership
- Differentiation
- Defensive strategies
- Strategic alliances.

### DISADVANTAGES:

- Uber's disadvantages include its surge pricing and the negative effects of replacing steady jobs with gig work.

### UBER FEATURE:

- Door-to-door convenience
- Safety
- Reliable quality

## **OVERVIEW OF UBER:**

Uber links passengers with drivers using the uber app. Generally, the drivers own their own car.

## **CONCLUSION:**

This analysis can help uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.