

STRENGTHS

- Strong brand name, known worldwide
- Easy-to-use app with a clean interface
- Wide availability in many cities and countries
- Real-time tracking and safety features
- Flexible payment options (card, cash, wallet)

WEAKNESSES

- Surge pricing can frustrate users
- Inconsistent ride quality (depends on the driver)
- Customer support is often slow or impersonal
- Limited coverage in new areas

SWOT ANALYSIS

OPPORTUNITIES

- Partner with universities or offer student discounts
- Expand into untapped markets (smaller cities, developing countries)
- Introduce subscription plans for frequent users
- Use AI for better route optimization and pricing

THREATS

- Strong competition (inDrive, Careem)
- Legal and regulatory issues in some countries
- Rising fuel prices affecting costs
- Negative incidents can damage reputation