

BUSINESS MODEL CANVAS

Lyft – A ride-sharing cab service provider in Indian Market

If Lyft wants to start its operations in India, then there is a high possibility that it can be a successful move for Lyft to get the market share in the ride-sharing services of India. Here is why.

Because as we are aware they will get tough competition from existing players in the market i.e. Uber, Ola, Meru, etc.

Getting a cab for the customer is still challenging. As cab service providers are more and drivers are fewer in the market.

If Lyft is able to clear the gap between the cab booking time for the users and it could be a great possibility to get a good chunk of customers.

Giving discounts and building a loyal community could also help Lyft to become successful in the Indian Market.

Great marketing strategies and clear positioning of Lyft will better help customers to differentiate from the other players too.

Value Proposition Canvas

Lyft's easy and convenient UX Mobile Application could attract passengers quickly.

To be fair to the customers with the travelling fares.

Providing 24/7 customer support to the customers.

Continuous follow-ups and feedback after the ride can signify to customers that Lyft is concerned about its customers.

Booking a cab offline could also be a game changer in the cab booking service industry.

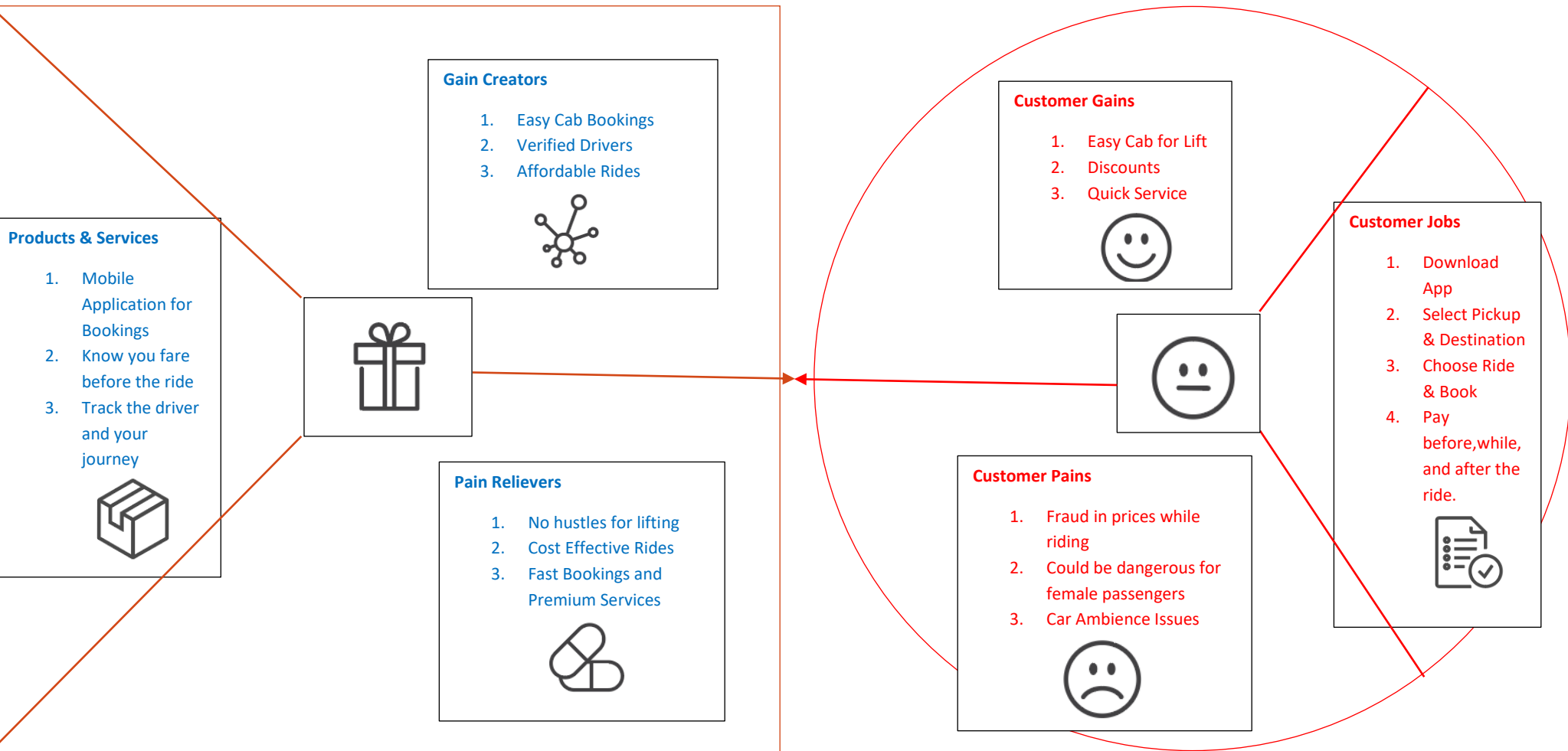
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Key Partners <ol style="list-style-type: none"> 1. Drivers 2. Investors 3. Insurance Providers 4. Software Providers 	Key Activities <ol style="list-style-type: none"> 1. Hiring Drivers and checking their backgrounds 2. Team for day-to-day operations 3. Fare calculating, collecting, and disbursement team 	Value Propositions <ol style="list-style-type: none"> 1. To deliver the best and fast user experience 2. App to track the drives and their rides 3. No extra cost will be charged correctly and cashless ride options 	Customer Relationships <ol style="list-style-type: none"> 1. Customer Support Team 2. Ratings & Feedback 3. Social Media 	Customer Segments <ol style="list-style-type: none"> 1. Working Professionals 2. People who don't have a car 3. People who hate driving because of traffic and want to do their kinds of stuff by sitting back.
	Key Resources <ol style="list-style-type: none"> 1. Hardware & Software Systems 2. Back offices 		Channels <ol style="list-style-type: none"> 1. Mobile Application (Android & IOS) 2. Website 	
Cost Structure <ol style="list-style-type: none"> 1. Employee Salaries 2. Operational Costs 3. Drivers Pay cuts 4. Software Subscription 5. Office Rent & Maintenance Costs. 	Revenue Streams <ol style="list-style-type: none"> 1. Travel Fares 2. Other brand's advertisements on cabs 3. Mini TV/Radio ads inside the car 			

Value Proposition Canvas

Value Proposition

Customer Profile



VALUE PROPOSITION CANVAS



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