



RAPIDO BUSINESS STRATEGY

SUBMITTED BY
RAZEEN P H





COMPANY OVERVIEW



Company Name: Rapido

Founded: 2015

Headquarters: Bangalore, India

Industry: Transportation, Mobility, and Ride-Sharing

Founders: Aravind Sanka, Pavan Guntupalli, and Rishikesh SR

Tagline: "Bike Taxi, Captain, Delivery – Rapido for all your needs."

Key Highlights:

Business Model:

- India's first and largest bike-taxi platform, offering affordable, convenient, and quick last-mile connectivity.
- Operates on an asset-light model, leveraging bike owners ("Captains") to provide ride-sharing services.
- Expanded into auto-rickshaw services and hyperlocal delivery (Rapido Delivery).

Market Presence:

- Operates in over 100 cities across India.
- Serves millions of customers and has onboarded hundreds of thousands of Captains.

Revenue Model:

- Commission-based earnings from Captains.
- Surge pricing during peak hours.
- Partnerships with e-commerce and food delivery platforms for logistics.

Competitive Advantage:

- Focus on two-wheelers makes it cost-effective and faster in congested urban areas.
- Strong emphasis on technology for route optimization and customer experience.

Funding:

- Raised over \$300 million from investors like Swiggy, WestBridge Capital, and Nexus Venture Partners.

INDUSTRY ANALYSIS



Industry: Mobility and Ride-Sharing

Market Size: The global ride-sharing market is projected to grow at a CAGR of 16.6% from 2023 to 2030, reaching \$344 billion by 2030.

KEY TRENDS

Urbanization and Congestion:

- Rapid urbanization in developing countries like India has increased demand for affordable and efficient last-mile connectivity.
- Traffic congestion has made two-wheelers a preferred mode of transport.

Regulatory Environment:

- Governments are increasingly supporting shared mobility to reduce carbon emissions and traffic congestion.
- However, regulatory challenges (e.g., bike-taxi bans in some states) remain a hurdle.

Technological Advancements:

- Integration with IoT and smart city initiatives is creating new opportunities.

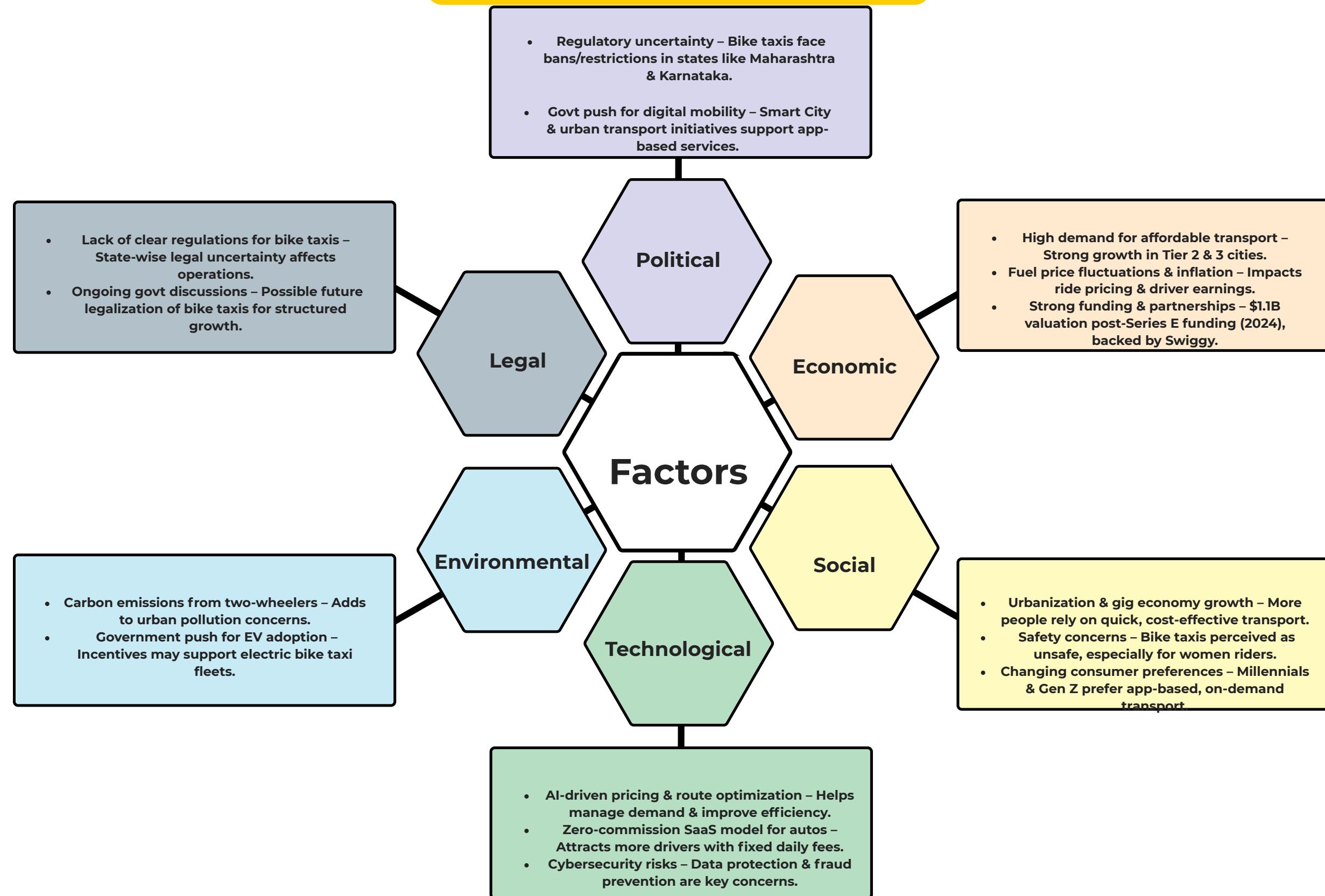
Competitive Landscape:

- Dominated by players like Uber and Ola globally, but niche players like Rapido are gaining traction in specific segments (e.g., bike taxis).
- Hyperlocal delivery services are becoming a key differentiator.

Sustainability:

- Increasing focus on electric vehicles (EVs) and green mobility solutions.
- Rapido is exploring partnerships with EV manufacturers to transition to eco-friendly fleets.

PESTEL



PORTER'S FIVE FORCES



01

Threat of New
Entrants

04

Threat of
Substitutes

02

Bargaining Power
of Suppliers

03

Bargaining
Power of Buyers

05

Industry Rivalry

01

Entering the ride-hailing industry demands significant capital, brand trust, and regulatory approvals, making scalability a challenge for new players. Rapido's first-mover advantage, operational expertise, and strong driver network create high entry barriers for competitors.

02

Rapido's suppliers—bike riders—have moderate bargaining power due to alternatives like Ola, Uber, and delivery platforms. However, Rapido counters this with competitive commissions, incentives, and seamless onboarding, though regulatory changes could shift the balance.

03

With numerous ride-hailing alternatives, customers hold strong bargaining power, driven by price sensitivity and convenience. Rapido counters this with dynamic pricing, promotions, and reliability, fostering brand loyalty despite fierce competition.

04

With abundant commuting alternatives like public transport and carpooling, Rapido faces a strong threat of substitutes. However, its affordability and swift last-mile connectivity set it apart, making it a top choice for short urban rides.

05

In a fiercely competitive market dominated by Ola and Uber, price wars and expansion battles are relentless. Rapido thrives by specializing in bike taxis, but sustained success demands constant innovation, regulatory adaptability, and exceptional service.



BLUE OCEAN STRATEGY

01

Rapido differentiated itself with its two-wheeler ride sharing platform, catering to cost sensitive customers

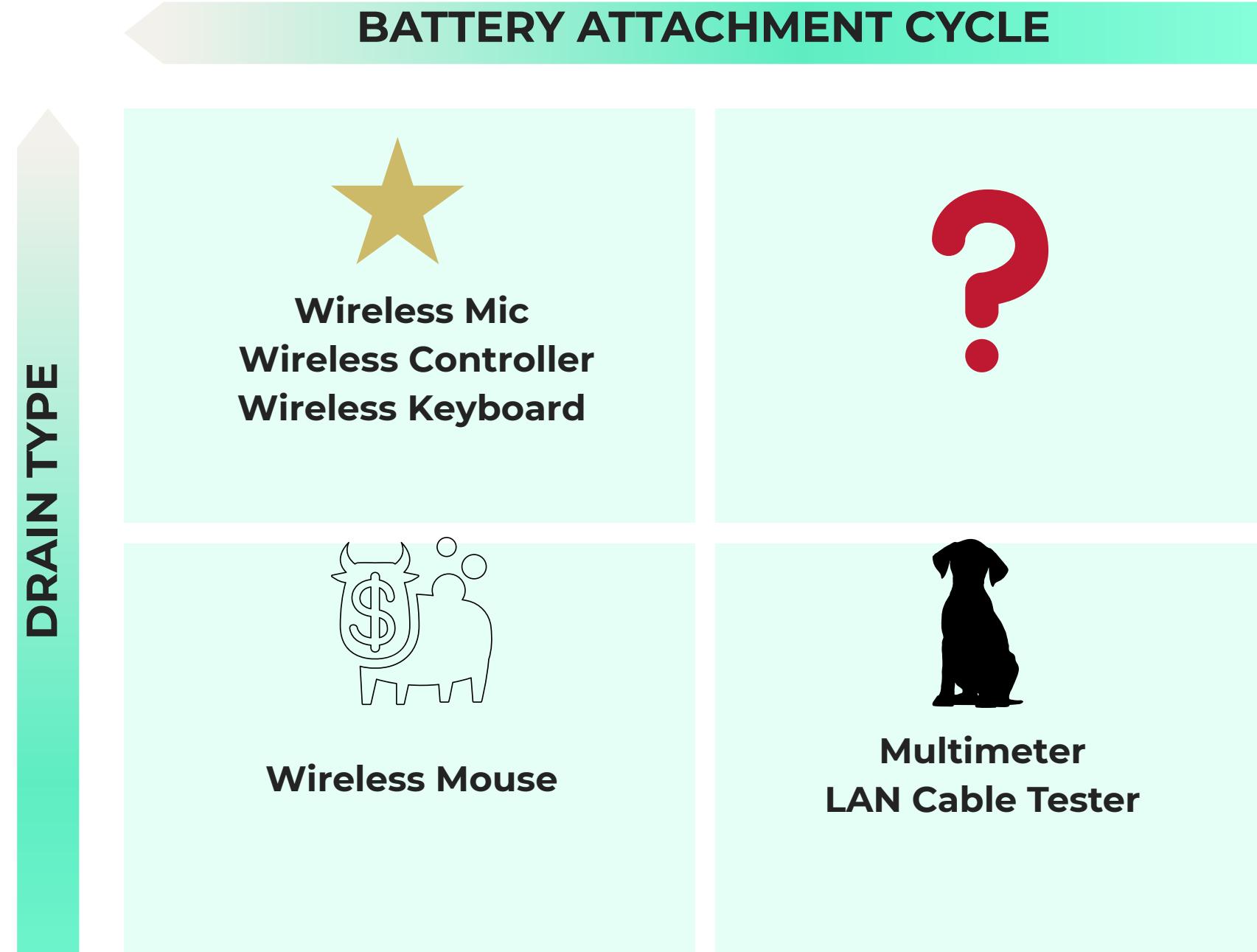
02

Focused on tier 2 and tier 3 markets initially where online ride hailing services were limited

03

Formed strategic alliances with brands like Swiggy to provide last-mile delivery services.

BCG MATRIX



VRIO FRAMEWORK



Resource/Capability	Valuable	Rare	Inimitable	Organized	Competitive Advantage
Strong Brand Recognition	YES	YES	NO(Ola/Uber can replicate)	YES	Temporary Competitive Advantage
Low-Cost Ride Model	YES	NO	NO	YES	Competitive Parity
Large Network of Captains	YES	YES	YES(High switching cost for competitors)	YES	Sustainable Competitive Advantage
Tech-Driven Operations	YES	YES	NO	YES	Short-Term Advantage
Regulatory Compliance & Partnerships	YES	YES	YES	NO (Still facing bans in some states)	Lost Advantage Due to Poor Execution

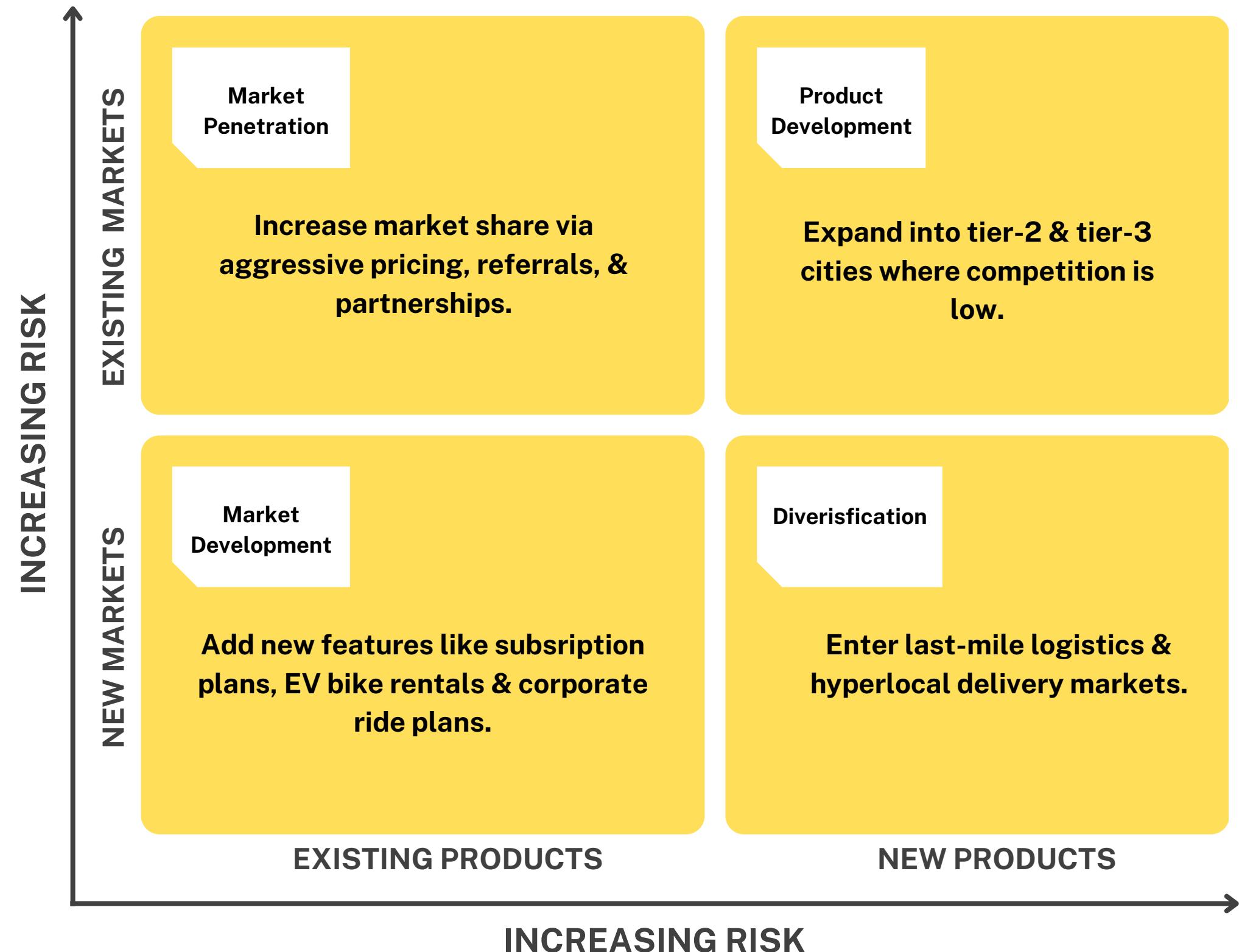
Takeaways:

- Rapido's key strength is its network of captains & brand loyalty.
- Tech & cost advantages are temporary – competitors can replicate them.
- Regulatory challenges reduce advantage – stronger policy partnerships needed.

ANSOFF MATRIX

Takeaways :

- Prioritize Market Penetration & Development for maximum growth.
- Differentiate via Product Development (EV rentals, corporate rides).
- Diversify cautiously into new business segments



THANK YOU