***Uber Analysis***

**Company:** Uber

CEO: Dara Khosrowshahi

Year founded: 2009

Headquarter: San Francisco, USA

Number of Employees (2018): 16,000+

Public or Private: Public

Ticker Symbol: UBER

The company name Uber which means super or topmost. The company has been able to provide quick, easy, and luxurious transportation services.

The **ride-sharing** app phenomenon is introduced by Uber. Uber is all time favorite for traveler and multiple app users. People book Uber online and driver comes at their as given time. Uber Company makes more opportunities to many competitors. Uber has many strength and weaknesses over business structure.

**Uber SWOT Analysis is as follows:**

**Uber's strength**:

1. **Largest Ride Sharing Technology:** The largest ride-sharing technology in the world as Uber has positioned itself. It was one of the first ride-sharing apps, operating across the globe. The transportation company had more than 40 million active monthly users in more than 760 cities internationally in the year 2016. In 2018 that number is forecasted to be 100 million.
2. **Strong Brand Recognition:** Uber has maintained strong brand recognition in over **50 countries. It** overtaken GM, Honda, and Ford regarding brand value framework.  It has high standard services to verify car and driver, Uber black user enjoy high standard of services.
3. **Low Fixed Investment:** Uber operates on low fixed investment and it's easily access many cities with communication network. Regular Taxi service regulations are not applicable for Uber.
4. **Dynamic Pricing Strategy: Uber has policy that Higher the demand, Higher the price is proven beneficial to driver and industry. Driver can ear substantial amount at night, bad weather, holidays.**
5. **Adaptive Nature: The adaptive nature of Uber is recognized to access across the globe.** Operational cost is quite low. As it relies on customer-to-driver interaction, a dispatcher is not needed. Uber is easily available social media to get touch with costumer. Through facebook, twitter, instragram Uber can know costumer deal, promos and any update.
6. As Uber uses cashless payment system. Uber can track and highly rated user. Uber has very little competition, major competitor is Lyft.

**Uber's Weaknesses:**

1. The idea can be easily imitated. Nothing will prevent competition from presenting the same product.
2. The relationship between Uber and Drivers is ethically questionable. It lacks the real connection. So, it is expected that loyalty between Uber and its drivers is quite low.
3. Cost of operating is very high but driver do not earn much. Also, company has no bonding with customer, incentive remains with uber less.
4. Uber is unpredictable business model. There is some privacy about customer; uber can record where the customer gets taxi and where he/she go.
5. Multiple scandals: Uber brand negative conversation about numerous scandal and controversy. Cases such as sexual harassment and targeted attacks have defamed the company. It came to the point that its **co-founder Travis Kalanick had to resign**.
6. Depend on workforce: Uber Company is highly depending on workforce and behavior of driver is unpredictable, it can be damage the image of company brand value in market.

**Uber's Opportunities:**

1. **Accountability and Performance: Customer no longer impress by unorganized cab services, whose market brand value is take over. This is luxurious opportunity to uber. It can improve by making proper Accountability and Performance of drivers to their customer. Uber track the performance of driver and its can be identify the top best performer.**
2. **Utilize Digitalization:** Uber can on the basis of digital market. Where customer can easily interact with choose driver help of Smartphone. Uber can provide services like uber eat and expand its according to customer need. Cheaper electric service car and reduce the cost and increased driver profit margin. There are some countries and places where Uber does not operate like China and Denmark.
3. Driverless Technology and other Services: Uber has potential to venture driverless technology and other transportation like emergency vehicle such ambulance. This company gain more popularity in mainstream media and public.
4. Rise more number of driver in Uber company, it will reduce estimated arrival of time. It will make uber more liked, startup will more revenue and drivers get profit as well.
5. **Logistics:** Uber can also launch its own **movers and packers** for the public’s convenience; they don’t have any shortage of resources after all.

**Uber's Threats:**

1. Customer and employees retention: With competition on the rise, customer and employee retention can prove to be a challenge for Uber. Drivers don't happy with low profit. It may be lead bad publically. This can be discouraging the driver joining to Uber.
2. **Lawsuits**: About 300,000 Uber drivers filed lawsuits against the company over the company’s minimum wage policy. Some legal countries like Germany banned Uber services.
3. Self driving car e.g. google car, will eliminated the need of Uber.
4. Problems with local Authorities lead to fine and its get low profit rate.

The Uber SWOT analysis is done by knowing the strength, weaknesses, opportunities and threats.