

UBER



“Changing the way the world moves”

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02 Analysis

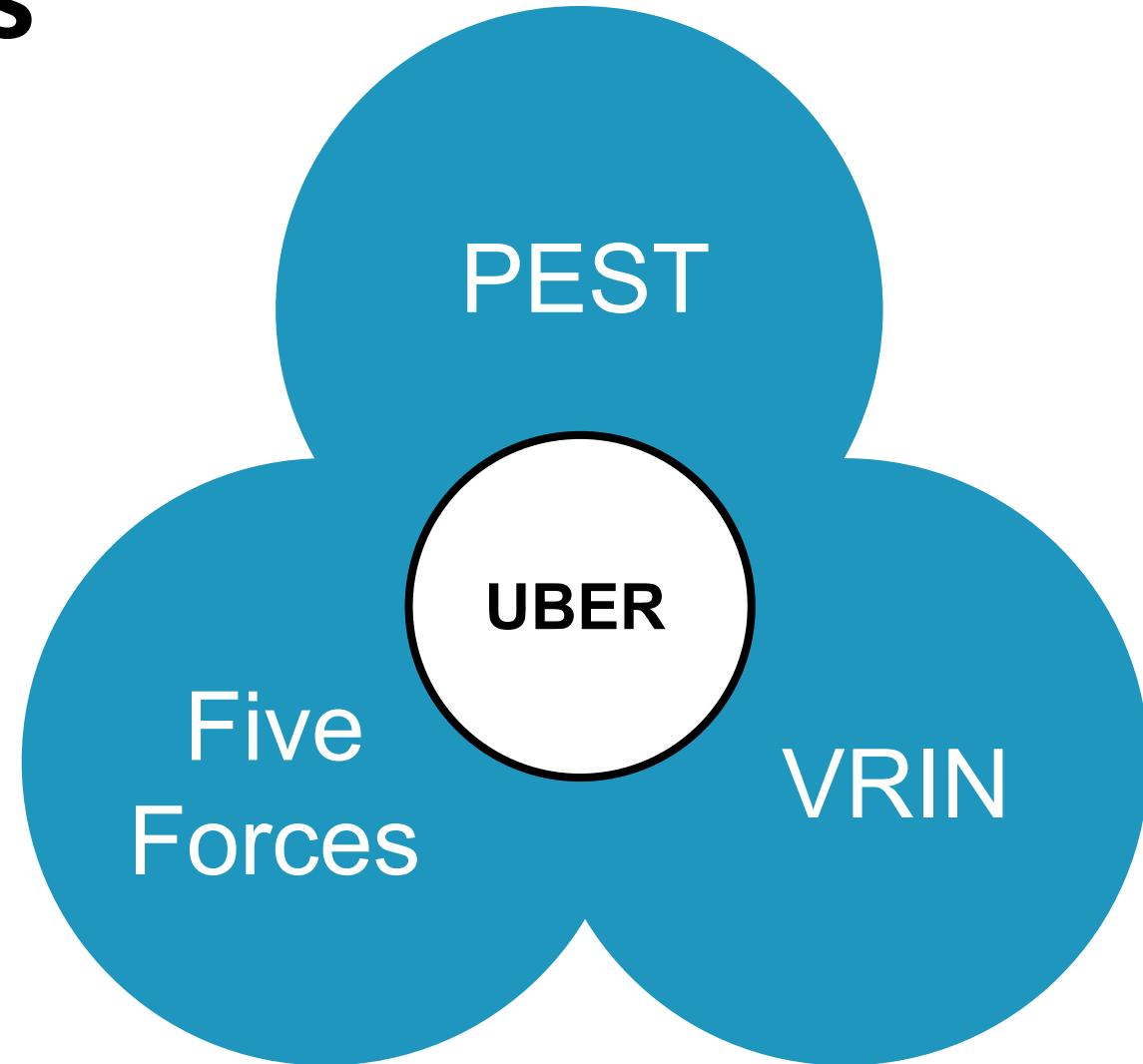
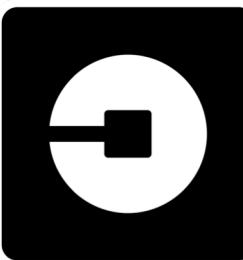
04 Recommendation



► 01 | Introduction



► 02 | Analysis



►02 | PEST Analysis

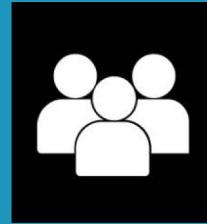


Political

- Regulatory issues / Bans
 - Complaints from taxi drivers
 - Outdated laws
 - Public image
- On-Demand economy on the rise
 - Shift to digital currency
 - Reduced operating costs

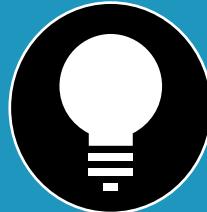


Economic



Social

- Strong support from customers
- Ubiquitous service
- More response from younger crowd
- Possible formation of uber driver unions



Technological

- Driverless cars
- Increasing number of people relying on technology
- Technology is imitable

► 02 | Five Forces Analysis



New Entrant (Low)

Tech is costly
Difficult to build brand value

Supplier Power (High)

Possible driver union
Pressure from government
Surge pricing

Competitive Rivalry (Medium)

Lyft, Sidecar, Grab, Ola

Buyer Power (Medium)

Low switching costs
Low multihoming costs

Substitution (Medium)

Reversion to conventional cars
Public transportation
Rental cars (Zipcar)

►02 | VRIN Analysis

V

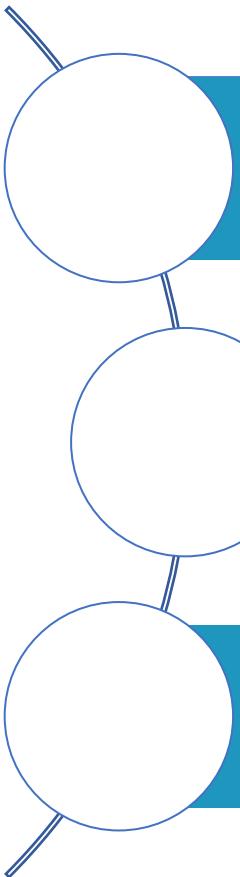
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N

	Value	Rareness	Imitability	Non-substitutability
Brand	Yes	Yes	No	Yes
Global presence	Yes	Yes	Yes	No
Ecosystem	Yes	Yes	No	Yes
Autonomous cars	Yes	Yes	No	No

► 03 | Problems



- Profitability issues with UBER
- Lack of unique value proposition
- Opposition from the government

► 03 | Problems



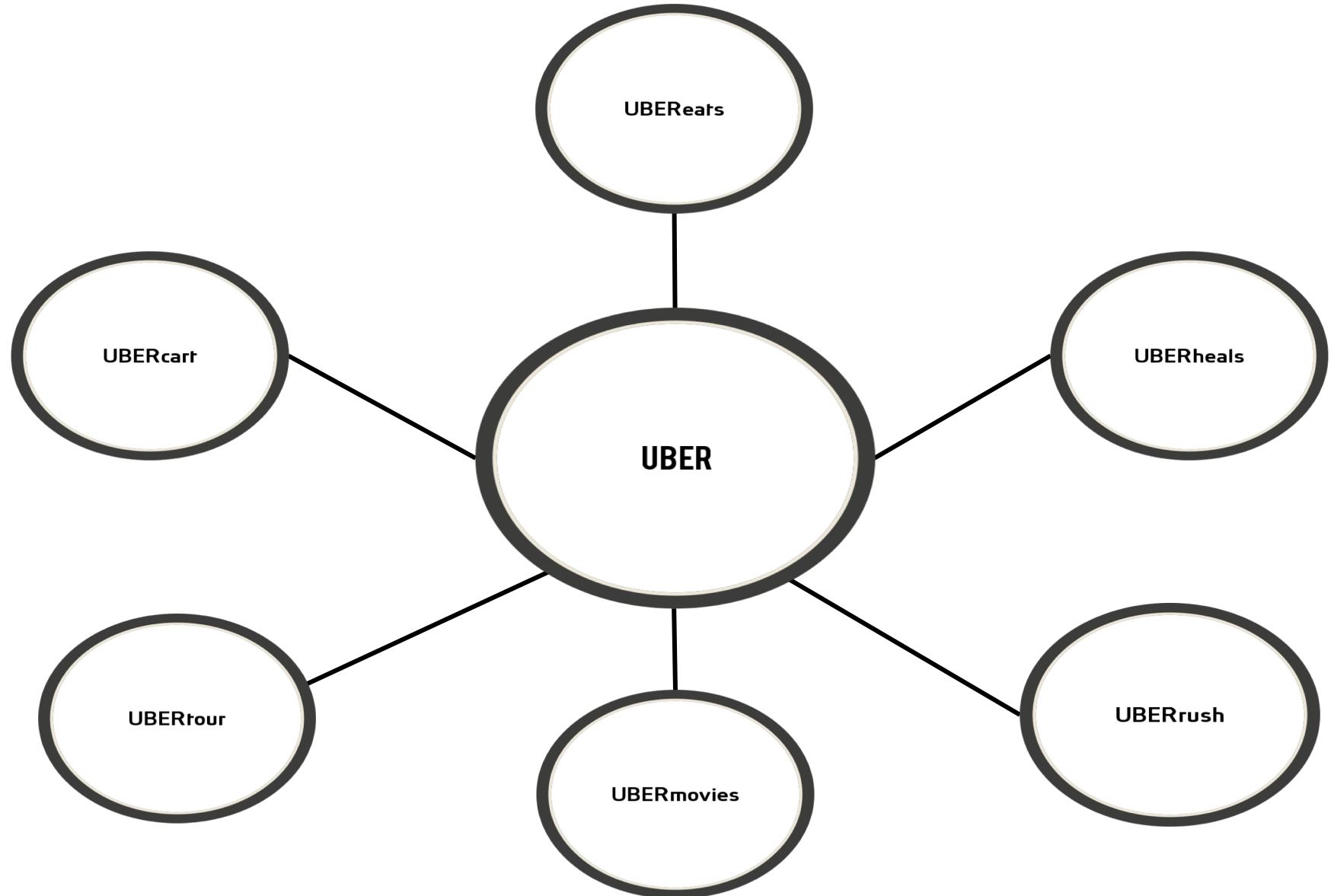
- Possible creation of uber driver unions
- Competition from established rivals in new markets
- Lack of domain knowledge/ expertise in automated vehicles

► 04 | Recommendations



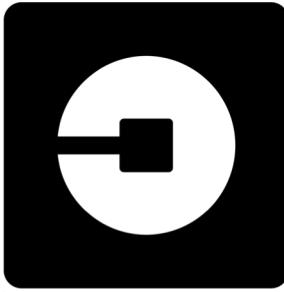
04

Proposed Eco-System





04 | Opposition from the government / Public Image



- Conduct **regular verification checks** with more transparency
- Use **less aggressive tactics** when it comes to entering new markets

► 04 | Creation of uber driver unions



Create an **incentive program** for drivers
(Eg. bonus for every 500 rides) in case
driver unions start to pop up.

► 04 | Competition from rivals in new markets

curb

Grab

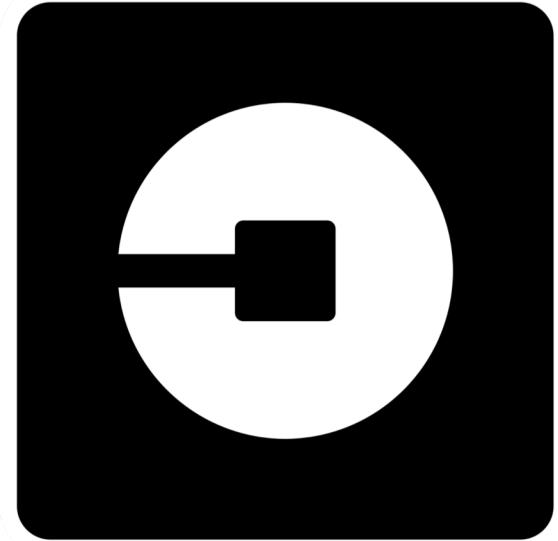
lyft

OLA

V/S

DiDi

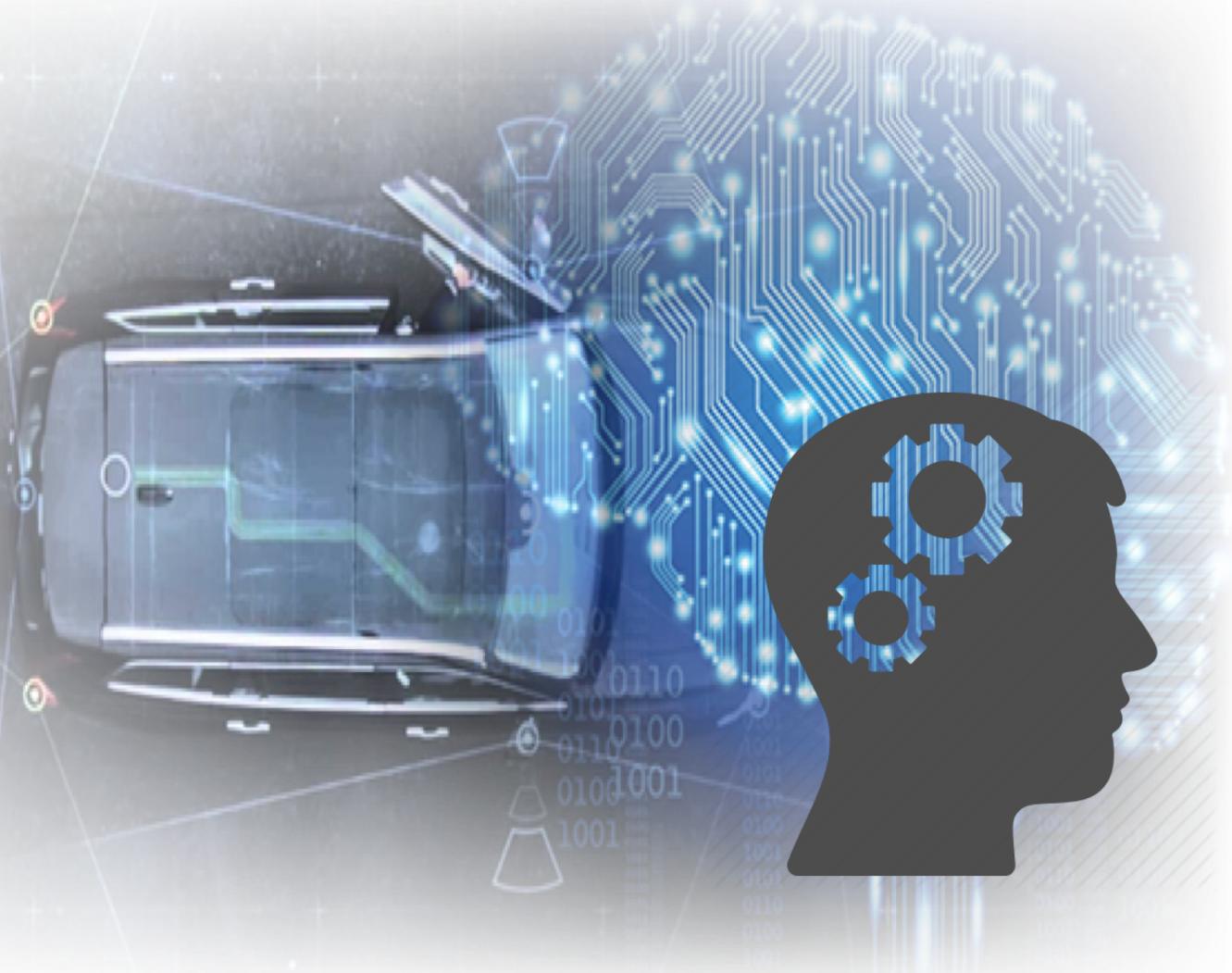
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► 04 | Lack of expertise in automated vehicles



- Partner with automobile companies like Tesla/BMW.
- Use the fleet of driverless cars to provide ride sharing service.



Q & A

