

SW3 – MARKETING, SALES & PROMOTIONS

1. What is the name of the company? Provide the company logo.

UBER



2. What is the URL of the company home page?

https://www.google.com.ph/search?biw=1517&bih=735&ei=UqBNWvG8lsL88qW4yILADA&q=UBER+&oq=UBER+&gs_l=psy-ab.3..0i71k1i4.4710.0.5038.1.1.0.0.0.0.0.0....0...1c.1.64.psy-ab..1.0.0...0.CSucB1ENfXE

3. History:

---- a. Who founded it and when?

Travis Kalanick and Garrett Camp founded UBER on March 2009.

---- b. Initial products/services and markets?

Their service is built upon a luxury that most of us dream of, but few can afford: a private driver. Tap a few buttons on the app and in a matter of minutes, a shiny new car arrives at your exact location to take you anywhere you want to go. The service is so great that the need for expensive marketing is practically non-existent.

---- c. Private or public?

Private

---- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

E-company: Global Taxi Technology Company

Brick and mortar: Partnering with brick and mortar retailers who offer BOPUS, or online orders that can be fulfilled locally. Uber can provide a unique service that can differentiate their stores from other brick and mortar and online retailers. Here is roughly how it would work. A customer places an online order with a retailer that has a local market presence. If the purchased items were available at the local store, the customer would then be asked if they would like to have their items delivered to them that same day! If the customer agreed, then once the order was fulfilled then an Uber partner would be dispatched to pick up the item at the store, and deliver it to wherever the customer is. This service could be a premium upcharge or be free based on how aggressively the retailer would like to promote the service and become a leader in home based delivery.

4. Financials:

---- a. Most recent year's revenues?

Ride-hailing service Uber Technologies generated \$6.5 billion in revenue last year and its gross bookings doubled to \$20 billion.

---- b. Most recent year's profits?

For the final quarter of 2016, gross bookings increased 28 percent from the previous quarter, to \$6.9 billion. But Uber's losses grew to \$991 million in the period, as revenues grew 74 percent to \$2.9 billion from the third quarter.

5. What are its main products and services?

✚ **UberX** is the least expensive of all Uber Products available. This makes it a recommended choice for passengers that are trying to save money or on a budget. This means two things for a potential Uber driver or entrepreneur.

- You will get lower fare rates compared to some of the other services like UberXL, UberBLACK and UberSUV. This is not necessarily a bad thing since;
- You will get more rider pickups. UberX is the most popular product for Uber. You see, lesser fares does not translate to a loss in this instance.

For those new to Uber, UberX is known as the entry level 'ride sharing' service. UberX drivers typically have cars like the Toyota Camry, Ford Escape, Ford Escort, etc.

✚ **UberBLACK** is often described as the luxurious version of UberX. UberBLACK is Uber's premier product. Just like UberX, this Uber service takes a passenger from one place to the other but in a fancier and classier ride. UberBLACK is perhaps the most expensive product that Uber offers in most cities.

✚ **Uber XL** is yet another variety of Uber products that you can sign up for. This particular Uber service is pretty similar to the UberX, except for the fact that the cars are usually larger and can seat up to six people rather than the standard four for UberX vehicles.

The vehicles approved for these services are generally a minivan or crossover in most cases. You should keep in mind that the fare you receive for this service will be higher than the regular UberX. This is a good option for passengers going somewhere with a few friends or family members. It is ideal for family picnics or parties.

✚ **UberPlus** falls between UberBLACK and UberX. The quality of the car required for this product offer is usually higher than that of UberX. So it is expected that this product mandates a pretty good luxury car—however; it isn't quite on the same level as the UberBLACK.

UberPLUS cars must seat up to four (4) people; and the fare you can expect to receive is usually lesser than that of UberBLACK but higher than that of UberX.

This is a good option for Uber partners and drivers that have or want to acquire a slightly nicer car, but don't want to have to pay the cost for an UberBLACK car.

6. What is its target market and who are its customers?

Uber is everyone's private driver. Uber operates a global network of everyday and luxury cars, and offers a mobile experience that allows any customer to request a pickup. Customers are kept up-to-date with text messages as the status of their request changes—when a driver accepts the request, when the driver is less than a minute away, and if the ride has been cancelled for any reason.

Millennials and some Generation Z because of their spending and lifestyle choices and habits.

7. Who are its main competitors?

✚ **Lyft**

Launched in 2012, Lyft is a transportation company known for its fuzzy pink mustaches on the front or on dashboards of cars—silly, yet quite helpful when trying to spot your ride. In the U.S., Lyft is available in roughly 220 cities and areas nationwide, as well as nine cities within Indonesia, Malaysia, Singapore, Thailand, The Philippines, and Vietnam.

✚ **Curb**

Formerly Taxi Magic (2009) and RideCharge (2007), Curb was born in 2014, and is a company that connects people with safe, reliable rides from professional, insured, and fully licensed taxi and other for-hire drivers. Based in Alexandria, Virginia, Curb operates in more than 60 U.S. cities nationwide, partnering with 90 cab companies and driving 35,000 cars.

Didi Chuxing

Conceived from a merger back in 2015, Didi Chuxing is a ride-hailing service company made up of China's two largest taxi-hailing firms: Didi Dache and Kuaidi Dache. Didi Chuxing, formerly known as Didi Kuaidi, is often referred to as the "Uber of China," and virtually owns all of China's taxi-hailing market, with 99% market share, and 87% market share when it comes to hailing private vehicles.



Grab

Founded in 2011, Grab (formerly known as GrabTaxi) is a ride service company that operates in Southeast Asia, primarily in Malaysia, Singapore, Thailand, Vietnam, Indonesia, and the Philippines. Like Uber, Grab works through an app-based platform for smartphones, and users can download the app on the Google Play store, Apple's App Store, and Blackberry World.

Ola

Started as an online cab aggregator in Mumbai back in 2010, Ola is an app-based transportation company and is one of the fastest growing businesses in India. It has raised \$1.67 billion in equity funding through 10 rounds from 23 investors.

8. How is the company using the Internet for marketing, sales, and promotions?

-  Uber is an on-demand transportation service which has brought a revolution in the taxi industry all across the world. The business model of Uber has made it possible for people to simply tap their smartphone and have a cab arrive at their location in the minimum possible time.
-  Our strategic and creative team work with clients to build and maintain websites, enhance search engine performance, create and broadcast content for social media, blogs and online magazines, publish e-newsletters, run web-events and communicate with prospects and clients through email marketing.
-  We can offer a comprehensive service because we have the professionals with all the necessary skills in the one place. From strategy and planning to graphic design, web development and content creation, the Uber team can take care of all aspects of online marketing.