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## DIDI CHUXING TECHNOLOGY SWOT & PESTLE ANALYSIS

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**Company Name :** Didi Chuxing Technology

**Company Sector :** Transport

**Operating Geography :** Beijing, China, Global

**About the Company :** Founded in June 2012, Didi Chuxing Technology is a Chinese vehicle for hire company. The company is headquartered in Beijing and was founded by Cheng Wei. With over 550 million users over hundreds of cities and tens of millions of drivers, the company offers app-based transportation service. Its services include DiDi Taxi, DiDi Express, Designated Driving, Enterprise Solution, Didi Bus, Didi Luxe, Bike-Sharing, Xiaoju Automobile Solutions, DiDi Financial Services, Didi Food, Didi English. The Enterprise Solution service of the company provides business travel services to about 170,000 corporate clients. The company was initially founded as Didi Dache, a taxi-hailing app. The DiDi Research Institute is concentrated on AI technologies, including computer vision and machine learning in order to optimize the platform's route planning services and dispatch system. The DiDi Smart Transportation Brain is fuelled by AI and cloud technology. The Didi Smart Transportation projects have been deployed in more than 20 cities as of 2019, including Jinan, Guiyang, Tianjin, and Shenzhen. DiDi was named among one of the 100 Most Influential Companies by TIME in 2021.

The Unique Selling Proposition or USP of Didi Chuxing lies in it being a diverse and global taxi-hailing service provider having 40% female employees and a large network stretching across 400 cities. The mission statement of the company is "To build a better journey" while its vision statement states "To become:

The world's largest one-stop transportation platform

The world's largest operator of vehicle networks

A global leader in smart transportation technologies

A global leader in the revolution in transportation and automotive technology."

**Revenue :**

Yuan 141.7 billion - FY ending 31st March 2020 (y-o-y growth -8.4%)

Yuan 154.8 billion - FY ending 31st March 2019

## SWOT Analysis :

The SWOT Analysis for Didi Chuxing Technology is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Top ride-hailing service provider in China</li> <li>2.Effectively leveraging its network, technology and operational expertise</li> <li>3.Dual flywheel of shared mobility and driver enablement</li> <li>4.Deep operational experience and technology expertise</li> <li>5.Well balanced gender diversity in the workforce</li> <li>6.Good community engagement during the pandemic</li> </ul>	<ul style="list-style-type: none"> <li>1.Multiple fatal incidents dented company's reputation</li> <li>2.Company suffering from large losses since inception</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Accelerating production of self-driving cars</li> <li>2.Global Vaccination Support Fund to help accelerate post-pandemic recovery</li> <li>3.New expansion in South Africa ahead of competitors</li> <li>4.Launching the largest IPO of 2021</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive market with constant technological innovation</li> <li>2.Transport bans and lockdowns lowering demand for taxis</li> <li>3.Several countries against adoption of autonomous vehicles</li> <li>4.High operating costs in ride-hailing industry</li> <li>5.Increasingly stringent PRC's Cybersecurity Law</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Didi Chuxing Technology is given below:

Political	Economical
1.US-China trade tensions may affect American expansion 2.China's BRI will promote green and sustainable development and cooperation	1.Asia-Pacific region set to lead the global taxi market 2.Volatile fuel prices lead to higher operational costs 3.Inter-city freight transport industry set to grow in China
Social	Technological
1.Rise in demand for ride-hailing and ride-sharing services 2.Younger population wants single app offering taxi and food delivery services	1. Developing AI based mobile applications to improve customer experience
Legal	Environmental
1.Increasingly strict laws and regulations in PRC 2.Multiple countries to ban ICE vehicles in the coming future	1.Ride-sharing reduces overall greenhouse gas emissions

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