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## MEITUAN BIKE (MOBIKE) SWOT & PESTLE ANALYSIS

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**Company Name :** Meituan Bike (Mobike)

**Company Sector :** Logistics

**Operating Geography :** China

**About the Company :**

Mobike, also known as Meituan Bike is headquartered in Beijing, China. It was founded by Beijing Mobike Technology Co., Ltd. and is a bicycle-sharing system with no stations. It is the world's largest shared bicycle operator by the number of bicycles, making Shanghai the world's largest bike-share city in December 2016. Meituan-Dianping, a Chinese web business, bought it for \$2.7 billion in April 2018. It develops mobile apps for users to find and use bicycles to travel anywhere. Davis Wang Xiao Feng, Hu Wei Wei, and Xia Yi Ping founded Mobike on January 27, 2015. Parent company Meituan-Dianping announced a name change from Mobike to Meituan Bike on January 23, 2019, as part of an ongoing integration. As of April 2022, Mobike's net worth was \$4.48 million.

The Unique Selling Point or USP of Mobike is that it solves the last mile problem and incarnates a revolutionary lifestyle. It's also a considerably healthier mode of transportation that helps enhance urban design by reducing congestion and pollution. The mission statement of Mobike reads, "Our objective is to provide an economical means of shared transportation for convenient short urban excursions while reducing congestion and the carbon imprint of cities."

**Revenue :**

RMB 179.1 billion- FY ending 31st December 2021 (y-o-y increase 56%)

RMB 114.8 billion - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Meituan Bike (Mobike) is given below:

Strengths	Weaknesses
<p>1.Mobike's aggressive strategy has led to the company's quick growth.</p> <p>2.Expertise in developing specially designed bi-cycles will help in capturing more market share</p>	<p>1.Mobike losing significant number of bikes to theft and vandalism will impact its profitability.</p> <p>2.Worker's strike over payment issues will hamper company's operations</p> <p>3.Meituan facing antitrust investigation will damage its reputation</p> <p>4.Mobike closing several of its overseas operations has impacted Meituan's business opportunity</p>
Opportunities	Threats
<p>1.Strategic expansion is possible as the global micro mobility industry is expected to grow at a substantial rate</p> <p>2.Growing consumer awareness about various health benefits from bicycling will positively impact the company</p> <p>3.Growing popularity of e-bikes will provide business opportunities</p>	<p>1.Worker shortages in China's factories can lead to increasing operational costs</p> <p>2.Intense competition from various mobility offering businesses at regional, national, and international levels</p> <p>3.Congestion has worsened as a result of the bike-sharing disputes.</p>

## PESTLE Analysis :

The PESTLE Analysis for Meituan Bike (Mobike) is given below:

Political	Economical
1.Stricter scrutiny by Chinese government into Meituan's operations will lead to losses. 2.Tightening Chinese government regulation impacts Meituan's business	1.Worker shortages in China's factories can lead to increasing operational costs 2.Strategic expansion is possible as the global micro mobility industry is expected to grow at a substantial rate
Social	Technological
1.Growing consumer awareness about various health benefits from bicycling will positively impact the company 2.Shift in consumer demand towards electric vehicles will provide more business opportunities	1.Investing heavily in technology innovation to improve business operations 2.Adoption of Artificial Intelligence by Meituan to enhance competitiveness
Legal	Environmental
1.Meituan facing antitrust investigation will damage its reputation	1.Heavy focus on reducing carbon emissions and promoting low carbon investment will increase business opportunities 2.Strong focus on sustainability initiatives as it signed green tech fund to support green technologies

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