
S&P TEST

SWOT & PESTLE.com

LYFT SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Lyft

Company Sector : Ride-hailing

Operating Geography : United States, Canada, North America

About the Company :

Lyft, Inc. operates as an American rideshare company headquartered in San Francisco, California. The company exclusively develops and markets through the Lyft mobile app and offers a range of services such as car rides, scooters, a bicycle-sharing system, and food delivery services. Lyft has an international workforce of 5683 employees as of 2020. Founded in 2007 by Logan Green and John Zimmer, Lyft has maintained its growth through a plethora of investments from venerable companies as General Motors. The company was formerly known as Zimride, and converted its name to Lyft in 2013. Lyft is considered to be the preferred company by drivers and passengers for its customer-friendly experience and its dedication towards inducing positive change in the US. The backbone of the company, that is, ridesharing leaves a positive impact on the environment as it decreases mobility, curbing air pollution simultaneously. With its innovative features such as Lyft Line which matches riders with passengers heading in the same direction and Lyft for Work that allows employees to give workers Lyft credits for carpooling programs, Lyft encourages reduction in emissions. In 2019, Lyft won the award for Best CEO 2019 and Best Company Work-Life Balance.

Lyft's unique selling proposition lies in being one of the fastest growing rideshare companies in the U.S and the second largest ridesharing company in the United States with a 28% market share after Uber. Its mission statement reads, "Improving people's lives with the world's best experience." Lyft's mission is to "Improve people's lives with the world's best transportation."

Revenue :

USD 3,615 million – FY ended 31st December 2019 (y-o-y increase of 67.7%)

USD 2,156 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Lyft is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide transportation network with a variety of mobility options 2.Robust technology infrastructure and operations 3.Strong and dynamic benefits offered to the involved stakeholders 4.Strong rider growth and increased monetization 	<ul style="list-style-type: none"> 1.History of net losses from a multi-year perspective
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strong market growth projected in ride sharing space 2.Strengthening network by technological investments and strategic partnerships 3.Expansion of transportation offerings to increase value 4.Successful introduction and implementation of Automated Vehicles (AVs) to increase rise sharing 	<ul style="list-style-type: none"> 1.Intense competition in the Transportation-as-a-Service (TaaS) market 2.Business loss due to impact of pandemic 3.Drivers for TNCs to be considered as employees as per California regulation

PESTLE Analysis :

The PESTLE Analysis for Lyft is given below:

<p style="text-align: center;">Political</p> <p>1.Trump's executive order for immigration restriction</p>	<p style="text-align: center;">Economical</p> <p>1.Devastating impacts of Covid-19 on ride-hailing</p>
<p style="text-align: center;">Social</p> <p>1.Wide adoption of the shifting trends to ride-sharing</p> <p>2.Transformation of the massive transportation market</p>	<p style="text-align: center;">Technological</p> <p>1.Trends of adopting cloud object stores like AWS for parking data</p> <p>2.Usage of machine learning capabilities for real-time data processing</p>
<p style="text-align: center;">Legal</p> <p>1.Lawsuits on ride-hailing companies owing to the driver issues</p> <p>2.Legal battle with SFMTA related to bike sharing program</p> <p>3.Evolving regulations on autonomous vehicles</p>	<p style="text-align: center;">Environmental</p> <p>1.Environmental impact of ride-hailing when compared to other transportation modes</p> <p>2.Commitment towards a green future by achieving full carbon neutrality</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Lyft** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com