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LYFT SWOT & PESTLE ANALYSIS

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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 ride 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:

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

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