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## UBER TECHNOLOGIES SWOT & PESTLE ANALYSIS

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**Company Name :** Uber Technologies

**Company Sector :** Transportation, delivery, ride - hailing

**Operating Geography :** Global

**About the Company :** Uber Technologies Inc. is an American multinational global service provider for transportation. UberCab was founded in the year 2009 by Garrett Camp and Travis Kalanick, with a simple thought “is it possible to ride with the push of a button”. Its service products include the Uber application and the website. It provides a medium where customers can contact the drivers in their vicinity for a taxi service. Uber does not hold any cars or vehicles of their own. All its drivers are on contract worldwide and are not considered its employees. Today Uber not only offers transportation facilities but also provides food delivery service with Uber Eats, transportation services based on business needs with Uber for business, and various other sundry services under the Uber Company. Headquartered in San Francisco, U.S., it is one of the fastest growing companies best known for pioneering the ride-hailing business. However legal suits and driver protests are some of its drawbacks worldwide but its robust technology and on-time, dedicated service in unparalleled and admirable. As of early 2020, Uber, has over 22,000 employees.

The USP or Unique Selling Proposition of Uber lies in their offer of seamless travel, with the rider walking away after arriving at his destination. Uber's mission statement reads “We ignite opportunity by setting the world in motion.” Uber’s vision statement reads “the company was founded on the grand vision of bringing people together and connecting cities.”

**Revenue :**

\$31.87 billion – FY ending 31st December 2022 (y-o-y growth of 59%)

\$17.45 billion – FY ending 31st December 2021

**SWOT Analysis :**

The SWOT Analysis for Uber Technologies is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Robust and easy to use platform and low operational cost.</li> <li>2. Reasonable fares and timely service with many modes of payments</li> <li>3. Varied services and vast fleet of vehicles with are not bound by regular taxi rules and regulations</li> <li>4. Drivers are on contract bases and not employed.</li> <li>5. Hottest brand with good advertisement giving it a #1 unicorn image</li> <li>6. Data is Uber's key asset which it leverages to reap plump profits</li> </ol>	<ol style="list-style-type: none"> <li>1. Relation between Uber and its drivers lack connection.</li> <li>2. Top management issues</li> <li>3. Poor image on work ethics</li> <li>4. Uber is lagging behind competitors and is still in the red</li> <li>5. Dependence on technology</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Potential in emerging markets</li> <li>2. Increasing internet penetration and smart phone users</li> <li>3. Car sharing, electric cars usage and other environment friendly methods.</li> <li>4. Innovative and unconventional services</li> </ol>	<ol style="list-style-type: none"> <li>1. Varied government rules and regulations due to vast area of operation and Legal cases with other companies.</li> <li>2. Self- driving cars and autonomous cars in the near future.</li> <li>3. Local players and Taxi drivers protest</li> <li>4. Aged population still following the traditional taxi service.</li> <li>5. Self-drive car rentals eating into call cab market shares</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Uber Technologies is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Government curbs in different parts of the world</li> <li>2. Political regulations for designation of drivers as contractors</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Dynamic pricing model</li> <li>2. Uber has been recording losses for a long time</li> <li>3. Shared mobility hit hard by the pandemic</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Surge pricing in times of crisis, under fire</li> <li>2. Pandemic takes the sheen off the autonomous vehicle industry</li> <li>3. Promote employee diversity</li> <li>4. Multinational operations with reasonable fare and trustworthy service</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Increasing internet penetration and smart phone usage</li> <li>2. Self- driving cars and autonomous cars in the near future</li> <li>3. Building customer relationship through social media channels</li> <li>4. Employing digital transformation in logistics</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Lawsuits tarnishing the brand</li> <li>2. Legal battle with Waymo</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Uber pool services an eco-friendly initiative</li> </ol>

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