
S&P TEST

SWOT & PESTLE.com

OLA CABS 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. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : Ola Cabs

Company Sector : Ride-Hailing

Operating Geography : India, Asia, Global

About the Company : Ola Cabs is an international ridesharing firm based in India that provides services such as vehicle rental and food delivery. The firm is headquartered in Bengaluru, India. In December 2010, Bhavish Aggarwal and Ankit Bhati established Ola with the goal of bringing mobility to a billion people. Ola provides a range of services, from low-cost to high-end. Cabs can be booked using a smartphone app or a website, and the service allows cash and cashless payments using Ola money. It claims to have over 150,000 daily bookings. Ola's primary mobility product in India is complemented by its electric-vehicle subsidiary, Ola Electric; India's largest fleet management company, Ola Fleet Technologies; and Ola Skilling, which seeks to provide millions of job opportunities for India's youth. Ola also offers consumer services such as micro insurance and credit-based payments through Ola Financial Services, as well as a variety of owned food brands through India's largest network of kitchens. In May 2021, the Ola Foundation signed a collaboration with GiveIndia to give out free oxygen concentrators to Ola app users.

Ola Cabs's Unique Selling Point or USP lies in it being India's largest mobility platform and one of the largest ride-hailing companies in the world, with 250+ cities in India, Australia, New Zealand, and the United Kingdom. Ola Cabs's mission statement reads, "Ola integrates city transportation for customers and driver-partners onto a mobile technology platform ensuring convenient, transparent, and quick service fulfilment. Ola is focused on leveraging the best of technology and building innovative solutions ground-up, that are relevant at global scale".

Revenue :

INR 25,436 million - FY ending 31st March 2019 (y-o-y growth 37.64%)

INR 18,480 million - FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for Ola Cabs is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Successful diversification into related businesses 2.Market leader in India in app-based ride hailing 3.High penetration in tier-II cities compared to rivals 4.Strategic collaborations with prominent players in financial business help in growth 	<ul style="list-style-type: none"> 1.Business model that puts heavy financial burden on partner drivers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into international geographies 2.Boom in cloud kitchen orders 3.Increased internet penetration during Covid 	<ul style="list-style-type: none"> 1.Failing to renew London license 2.Stiff competition from rivals 3.Repeated Covid waves may crumble the core business 4.Work from home may become a norm

PESTLE Analysis :

The PESTLE Analysis for Ola Cabs is given below:

Political	Economical
1.FAME II scheme promotes adoption of e-vehicles 2.China-India clashes affected the fund raising negatively	1.Surge in fuel prices is leading to negligible profits
Social	Technological
1.Work from home trend hindering recovery 2.Trend of buying used vehicles instead of booking cabs	1.Progressive web app facilitates booking through minimum bandwidth
Legal	Environmental
1.SC wants government to impose stringent regulations regarding women's safety 2.Government capped fares and commissions 3.Motor vehicle Aggregator Guidelines issued to regulate cab aggregators	1.Cab aggregators can reduce emissions through electric vehicles mass transition

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

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

Buy Now

* 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)2024 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