

Uber

1. Introduction

- Executive Summary
- Company Vision/Mission
- Company Goals
- Company Policies/Values

2. Swot Analysis

- Internal
 - (a) Strengths
 - (i) Strong worldwide presence
 - (ii) Operational cost is low
 - (iii) High standard of service
 - (b) Weaknesses
 - (i) Unpredictable business model
 - (ii) Easy to duplicate
 - (iii) Privacy concern
- External
 - (a) Opportunities
 - (i) Taxi dissatisfaction
 - (ii) Growing markets
 - (iii) Increasing number of drivers decreases the wait time for customers
 - (b) Threats
 - (i) New legal regulations
 - (ii) Increasing competition
 - (iii) Drivers aren't happy with low-profit margins

3. Services

- Different types of services

4. Current Strategies

- Marketing
 - (a) International market
 - (b) Different products
 - (c) Pricing
 - (d) Technological advantages
- Management
 - (a) Quality uber drivers
- Financial
 - (a) Potential investors

5. Conclusion

- Recommendations

Stephanie Slate, Ruby Martos, Jacqueline Rodriguez, Reyna Perez, Jose Ramirez

- Concerns