



Operation Consultant of Uber Bangladesh

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This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.

Internship Report

On

Operation Consultant of Uber Bangladesh

Course code: INT 4399

Submitted To

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Letter of Transmittal

June 02, 2023

SEYAMA SULTANA, Ph.D

Associate Professor

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Subject: Submission of Internship Report on Operation Consultant of Uber Bangladesh.

Dear Ma'am,

It is with great pleasure that I submit my Internship Report, titled “**Operation Consultant of Uber Bangladesh**” as a requirement for the completion of my internship program at United International University. I have been honored to have the opportunity to undertake this internship and gain valuable insights into the professional world in the field of operational and marketing activities in the industry of ride sharing services of Bangladesh.

This internship report is structured to provide a comprehensive overview and the analysis of the organization's external and internal factors in the perspective of ride sharing services in Bangladesh as well as a reflection on my personal growth and learning outcomes from my experience. I have dedicated significant time and effort to ensure the report accurately reflects the scope of my internship and highlights the knowledge and skills acquired.

I sincerely hope that this internship report meets the requirements set forth by the university and adequately represents my efforts during the internship program. I am available to any feedback or suggestions that would further improve the report's quality or address any additional requirements. Thank you for your time and consideration. I look forward to receiving your feedback and recommendations.

Yours sincerely,

Sabbir Hossain

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Declaration of the Student

I, SABBIR HOSSAIN, a student of United International University, hereby declare that the internship report titled "Operation Consultant of Uber Bangladesh" is an original and authentic work carried out by me under the supervision and guidance of **SEYAMA SULTANA, Ph.D, Associate Professor**, School of Business and Economics, United International University during my internship at Uber Bangladesh.

I affirm that this internship report reflects my personal efforts, thoughts, and experiences gained throughout the internship period. The information presented in this report is based on my firsthand observations, interactions with colleagues and supervisors, as well as relevant data and resources collected during the internship.

I further declare that the content of this report has not been submitted for any other academic purpose, including any other degree program, and is not plagiarized from any published or unpublished sources. I have duly acknowledged all the sources used in this report through proper citations and references.

During the internship, I had the opportunity to work as an Operation Consultant at Uber Bangladesh, where I was exposed to various aspects of the company's operations and had the chance to contribute to its success. I was involved in tasks such as analyzing data, identifying operational inefficiencies, proposing improvement strategies, and collaborating with cross-functional teams to implement those strategies.

I hope this report will serve as a comprehensive overview of my internship experience as an Operation Consultant at Uber Bangladesh and provide useful insights into the operations of the company.

Sabbir Hossain

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Acknowledgment

I would like to acknowledge the following individuals and organizations for their contributions and support during my internship as an Operations Consultant at Uber Bangladesh:

I express my sincere gratitude to Uber Bangladesh for providing me with the opportunity to work as an Operations Consultant. Their guidance, resources, and support were invaluable throughout my internship.

I would like to extend my appreciation to my supervisor, **ASHRAF ALI PARVEZ, Manager**, Operation Associate, Uber Bangladesh, Dhaka for his constant guidance and mentorship. His expertise, feedback, and encouragement played a crucial role in shaping my internship experience.

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I would like to express my gratitude to **SEYAMA SULTANA, Ph.D, Associate Professor**, School of Business and Economics, United International University for providing me with the necessary academic foundation and skills that enabled me to contribute effectively during my internship at Uber Bangladesh.

Lastly, I would like to thank my friends and family for their unwavering support, encouragement, and understanding throughout my internship journey. Their belief in me and constant motivation were instrumental in my success.



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Executive Summary

This executive summary provides an overview of the internship report on the operations consultancy role at Uber Bangladesh. The report highlights the key responsibilities, activities, and accomplishments during the internship, along with a reflection on the overall experience.

As cities in Bangladesh continue to grow and urbanize, there is a higher demand for convenient transportation options. Ride-sharing services have experienced significant growth in Bangladesh over the past few years. The two prominent ride-sharing platforms in Bangladesh are Uber and Pathao. These services have gained popularity due to their convenience, affordability, and accessibility. The primary objective of this report is to study on operational activities of Uber Bangladesh as well as to analyze and optimize various aspects of Uber's business model, including driver acquisition, supply-demand management, and customer experience. The study of Uber Bangladesh have been focused on evaluating the existing operational processes and procedures employed by Uber in Bangladesh. This could involve analyzing how Uber manages its driver network, ensures passenger safety, handles customer support, manages payments, and optimizes its overall operations.

Throughout the study of topic, a comprehensive analysis of Uber's operations in Bangladesh was conducted. This involved studying the local market dynamics, assessing the competitive landscape, SWOT analysis and identifying key challenges faced by the company. Additionally, data-driven research and analysis on internship period at Uber Bangladesh were performed to identify opportunities for growth and improvement.

Based on the internship findings, several recommendations are proposed to further enhance Uber Bangladesh's operations. These recommendations include investing in driver training programs, implementing dynamic pricing algorithms, and strengthening the customer support infrastructure.

In conclusion, as an intern of operations consultant at Uber Bangladesh was a valuable learning experience that allowed for a comprehensive understanding of the company's operations. The recommendations provided in this report aim to contribute to the continuous improvement and growth of Uber's operations in Bangladesh.



CHAPTER 01

INTRODUCTION





1.1 Introduction of the Report

Bangladesh has seen rapid urbanization, particularly in cities like Dhaka and Chittagong. As cities become more congested, people are increasingly looking for convenient and efficient transportation options, leading to a higher demand for ride-sharing services. Major cities in Bangladesh, especially Dhaka, are known for their severe traffic congestion. The ride-sharing and parcel delivery industry in Bangladesh has experienced significant growth in recent years. Ride-sharing and parcel delivery services provide an alternative to traditional transportation methods, allowing people to bypass traffic and reach their destinations faster. The two major players in the market are Uber and Pathao, although other local players such as Shohoz and Obhai also operate in this space (IDLC, Business, & Review, 2018).

In the context of the ride-sharing business, an operation consultancy is a professional work strategies which provides expertise and guidance to ride-sharing companies in optimizing and improving their operational processes. Their primary goal is to enhance the efficiency, profitability, and overall performance of the ride-sharing platform. Operation consultants in the ride-sharing industry typically work closely with company executives, managers, and operational teams to analyze existing processes, identify areas for improvement, and develop strategies to enhance the overall operational effectiveness. As an internship course requirement, the report is on the study and analysis of operation consultant of Uber Bangladesh under the supervisor of **SEYAMA SULTANA, Ph.D, Associate Professor**, School of Business and Economics, United International University.

Bangladesh is a densely populated country, especially in urban areas, which leads to severe traffic congestion. A well-developed public transportation system helps alleviate congestion by reducing the number of private vehicles on the road, thereby improving traffic flow and reducing travel time. Public transportation, when well-maintained and properly regulated, can be a safer mode of transport compared to private vehicles. It reduces the number of vehicles on the road, which in turn reduces the probability of accidents and traffic-related fatalities. Considering this factors and issues, in Bangladesh, Uber provides its services in major cities such as Dhaka, Chittagong, Sylhet, Rajshahi, Bogra, Bagerhat, Barisal, Rangpur, Mymensingh, Jessore, Comilla, Moulvibazar, Nilphamari, Sreemangal, Feni, Dinajpur, Khulna and Cox's Bazar. Uber offers both car, motorbike rides and parcel delivery services, allowing users to book a ride or parcel services through the Uber mobile application. Passengers can choose between different vehicle types based on their preferences and needs, and drivers are connected to passengers using the app's mapping and location services.



1.2 Objectives of the Study

a) Broad Objective

The broad objective of this research is to study on the operation consultant activities at Uber Bangladesh.

b) Specific Objectives

- To analysis on external factors of the competitive landscape of Uber Bangladesh in the ride sharing services of Bangladesh.
- To identify the internal factors of Uber Bangladesh by using SWOT Analysis.
- To analyzing how Uber manages its driver network, ensures passenger safety, handles customer support, manages payments, and optimizes its overall operations.
- To identify key challenges faced by Uber Bangladesh.
- To provide recommendation for growth and improvement of operational department of Uber Bangladesh.

1.3 Methodology of the Research

Qualitative research is excellent for exploratory research. This study's qualitative research offers for a better understanding of operational activities of Uber Bangladesh in the ride sharing services in Bangladesh. It also have been included the analyzing of how Uber manages its driver network, ensures passenger safety, handles customer support, manages payments, and optimizes its overall operations.

This research included both primary and secondary data. This internship paper collects and analyses interviews with open-ended questions from participants.

a) Primary Sources of Data

- Observations, discussions, and interviews with both employees and manager and team leader of operations at Uber Bangladesh.

b) Secondary Sources of Data

Secondary data in a variety of formats are also included in the report. The following objects might be considered secondary sources of data depending on the specifics of the situation:

- Internal sources:
 - Operational portals and systems of Uber Bangladesh.
 - Internal official documents and report of Uber Bangladesh.
- External Sources:



- Web-based studies, journals and articles on a variety of topics connected to the ride sharing services of Bangladesh.
- Web site of Uber Bangladesh.

1.4 Scope of the Study

The scope of the study on the operational consulting of Uber in Bangladesh for this internship report can be defined based on the available resources, time constraints, and the objectives of the internship. The scope may include:

- Analysis of operational processes: This involves examining various aspects of Uber's operations in Bangladesh, such as driver recruitment and onboarding, passenger safety measures, customer support systems, payment mechanisms, and overall operational efficiency.
- Evaluation of market dynamics: The study can explore the local market dynamics in Bangladesh, including competition, regulatory environment, cultural factors, and customer preferences that influence Uber's operations in the country.
- Identification of operational challenges: By analyzing Uber's operations in Bangladesh, the study can identify specific challenges and bottlenecks faced by the company in delivering its services effectively. These challenges could be related to technology infrastructure, driver-partner management, customer support, or any other operational area.
- Development of recommendations: Based on the analysis, the study can provide practical recommendations to address the identified challenges and improve Uber's operations in Bangladesh. These recommendations should be feasible and aligned with Uber's objectives and the local market conditions.

1.5 Limitation of the Study

Some potential limitations may include:

- Data availability: The study's effectiveness was limited by the availability and accessibility of data from Uber Bangladesh. The level of access to internal operational data and proprietary information may be restricted, which can impact the depth of analysis.



- Time constraints: As an internship report, there may be limitations on the duration of the study. Limited time may restrict the ability to conduct extensive primary research, interviews, or surveys, resulting in a narrower scope of analysis.



CHAPTER 02
DEFINATION OF KEY TERMS





2.1 Trends and Growth in Terms of Marketing

In the context of marketing, trends and growth refer to two important concepts that businesses pay attention to in order to stay competitive and achieve success (Armstrong, 2007)

- **Trends:** Trends are patterns or shifts in consumer behavior, preferences, technology, or any other aspect that influences the way people engage with products, services, or brands. These trends can emerge due to various factors such as cultural shifts, technological advancements, economic changes, or changes in consumer needs and desires (Goyal & Sergi, 2018).

In marketing, it's crucial for businesses to identify and understand current and emerging trends. By doing so, they can adapt their strategies to capitalize on these trends and meet the evolving demands and expectations of their target audience. This may involve adjusting product offerings, refining marketing messages, utilizing new communication channels, or embracing innovative technologies (Goyal & Sergi, 2018).

- **Growth:** Growth in marketing refers to the increase in a company's market share, customer base, revenue, or any other relevant metric that demonstrates progress and expansion. It is an essential objective for businesses as it signifies their ability to attract and retain customers, generate sales, and achieve financial success (Armstrong, 2007).

Marketing growth can be achieved through various strategies, including acquiring new customers, increasing customer loyalty and retention, expanding into new markets or segments, launching new products or services, improving brand awareness and reputation, and implementing effective marketing campaigns (Goyal & Sergi, 2018).

Measuring and analyzing growth metrics is crucial for businesses to evaluate the effectiveness of their marketing efforts, identify areas for improvement, and make informed decisions to drive future growth.

2.2 Customer Mix

The term "customer mix" refers to the composition or distribution of different types of customers that make up a company's overall customer base. It involves analyzing and understanding the various segments or categories of customers that a business serves (Armstrong, 2007).



A customer mix can be determined by different criteria such as demographic information (age, gender, location), psychographic characteristics (lifestyle, values, interests), behavior (buying patterns, purchasing frequency), or specific market segments (B2B, B2C, retail, wholesale) (Kotler, 2018).

Analyzing the customer mix helps a business gain insights into its customer base and make informed decisions regarding marketing strategies, product offerings, pricing, and customer service. By understanding the characteristics and preferences of different customer segments, a company can tailor its approach to better meet the needs and expectations of each group, ultimately improving customer satisfaction and driving growth (Kotler, 2018).

2.3 Product Mix

The term "product/service mix" refers to the range or assortment of products or services offered by a business. It represents the combination of different offerings that a company provides to its customers. The product/service mix is a crucial element of a company's overall marketing strategy and plays a significant role in meeting customer needs and generating revenue (Armstrong, 2007).

The product/service mix encompasses all the goods or services that a company offers to its target market. It can include physical products, such as tangible items like electronics, clothing, or automobiles, as well as intangible services, such as consulting, healthcare, or software solutions (Kotler, 2018).

A well-designed product/service mix considers factors like customer preferences, market demand, competitive landscape, and company capabilities. It aims to provide a variety of offerings that cater to different customer segments and address various needs and desires (Armstrong, 2007).

Managing the product/service mix involves making decisions related to product/service development, pricing, distribution, and promotion. It requires a balance between maintaining a diverse range of offerings to attract a broader customer base while ensuring that each product or service aligns with the company's brand image, quality standards, and overall business objectives (Kotler, 2018).

2.4 SWOT Analysis

By conducting a SWOT analysis, individuals or organizations can gain a comprehensive understanding of their current situation, identify areas of strength to leverage, pinpoint



weaknesses to address, exploit available opportunities, and develop strategies to mitigate or overcome potential threats. The analysis helps in making informed decisions, formulating effective strategies, and maximizing the chances of success in achieving objectives (Berry, 2020).

- **Strengths:** These are the positive attributes and characteristics that give an entity a competitive advantage. Strengths could include unique expertise, strong brand reputation, well-established distribution channels, innovative products or services, loyal customer base, or efficient processes (Johnson, 2019).
- **Weaknesses:** These are the internal factors that hinder an entity's performance or put it at a disadvantage compared to others. Weaknesses could include lack of resources, limited market presence, outdated technology, poor customer service, high production costs, or ineffective management (Kotler P. &, 2016).
- **Opportunities:** These are external factors or situations that could potentially benefit the entity if properly capitalized upon. Opportunities could arise from emerging markets, technological advancements, changing consumer trends, strategic partnerships, favorable regulatory changes, or untapped customer segments (Rothaermel, 2019).
- **Threats:** These are external factors or challenges that could negatively impact the entity's performance or viability. Threats could include intense competition, economic downturns, regulatory barriers, changing market conditions, new entrants, evolving customer preferences, or supplier issues (Hill, 1997).

2.5 Marketing and Operations of Ride Sharing Services

Marketing and operations in ride-sharing services involve various aspects of managing and coordinating the transportation network, ensuring efficient and reliable service for both riders and drivers (Hall, 2019). Here are some key elements of ride-sharing service operations:

- a) **Rider and driver acquisition:** Ride-sharing companies need to attract and onboard both riders and drivers. This involves marketing efforts, user acquisition campaigns, driver recruitment programs, and creating incentives to encourage participation (Kim, 2019).
- b) **Matching and dispatching:** When a rider requests a ride through the app, the system needs to match them with an available driver in the vicinity. This involves algorithms and dispatch systems that consider factors like distance, driver availability, and estimated arrival time (Liu, 2020).



- c) **Pricing and payment:** Ride-sharing services typically use dynamic pricing models, where prices fluctuate based on demand and supply. The algorithms consider factors like time of day, traffic conditions, and availability of drivers to calculate fares. Payment processing systems handle transactions between riders and drivers, often with options for cashless payments (Nair, 2019).
- d) **Safety and quality control:** Ensuring safety is a top priority for ride-sharing services. This involves background checks for drivers, vehicle inspections, and implementing safety features in the app, such as GPS tracking and emergency assistance. Companies may also use ratings and feedback systems to maintain quality control and address any issues that arise (Sodhi, 2019).
- e) **Driver support and incentives:** Ride-sharing companies provide support to drivers through various channels, including phone, email, and in-app messaging. They also offer incentives and rewards programs to motivate drivers to provide good service and maintain high availability (Nair, 2019).
- f) **Vehicle fleet management:** In some cases, ride-sharing services may operate their own vehicle fleets. This involves acquiring, maintaining, and managing the vehicles, including insurance, maintenance, and registration (Liu, 2020).
- g) **Regulatory compliance:** Ride-sharing services need to comply with local regulations and licensing requirements. This may involve obtaining permits, licenses, and certifications for both the company and its drivers. Compliance with data protection and privacy laws is also crucial (Sodhi, 2019).
- h) **Data analysis and optimization:** Ride-sharing services collect vast amounts of data on rider and driver behavior, trip patterns, and other factors. They analyze this data to improve operations, optimize driver efficiency, predict demand, and enhance the overall user experience (Nair, 2019).
- i) **Expansion and partnerships:** As ride-sharing companies grow, they often expand into new cities or countries. This requires establishing partnerships with local stakeholders, such as transportation authorities, airports, or other relevant organizations, to ensure compliance and smooth operations in new markets (Liu, 2020).

Overall, successful ride-sharing service operations involve a combination of technology, logistics, customer service, and regulatory compliance to provide a convenient and reliable transportation solution.



CHAPTER 03
COMPANY AND INDUSTRY ANALYSIS

**যেকোনো প্রান্তে পৌঁছে দিতে
আছে Uber Intercity**





3.1 Company Analysis of Uber Bangladesh

3.1.1 Overview and History

Uber is a mobile smartphone app-based taxi service network. Uber, the US-based online transportation network company, has no taxis of its own. Anyone with a private car can join the Uber team by meeting some of Uber's criteria. A driver and a passenger can communicate with each other through this network. With Uber's free app, a passenger can hail a taxi by specifying their location.



Uber, the global ride-hailing service, made its entry into Bangladesh in 2016, marking the company's expansion into the South Asian region. Since its launch, Uber has rapidly gained popularity among both passengers and drivers, transforming the way people commute in major cities of Bangladesh. Since its inception in 2016, Uber has changed the transportation scene in Bangladesh by providing rides to over 4 million people and providing income to over 175,000 driver partners. With the objective of transitioning from an LDC (Least Developed Country) to an official Developing Country by 2024, Bangladesh is focused on its socioeconomic growth. In this regard, Uber is dedicated to contributing to the country's progress by generating employment opportunities for a significant number of Bangladeshis.

Uber, being the pioneer ridesharing company to initiate its operations in Bangladesh, has devoted its technological advancements to create innovative and integrated products that align with the needs of Bangladesh. This has enabled the provision of intelligent, efficient, and secure mobility services throughout the country.

3.1.2 Mission, Vision and Objective

Uber's overarching vision is to create transportation as reliable as running water, available to everyone, everywhere. The company aims to revolutionize the way people move around cities by providing convenient, efficient, and affordable transportation options. Uber envisions a future where transportation is seamlessly integrated and where people can rely on shared mobility services as a reliable alternative to car ownership.

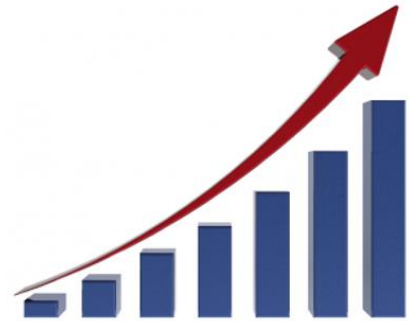


3.1.3 Trends and Growth

A. Trends

Uber was operating in several cities in Bangladesh, including Dhaka, Chittagong, Sylhet, Rajshahi, Bogra, Bagerhat, Barisal, Rangpur, Mymensingh, Jessore, Comilla, Moulvibazar, Nilphamari, Sreemangal, Feni, Dinajpur, Khulna and Cox's Bazar. Uber faced competition from other ride-hailing services, such as Pathao and Shohoz, in the country.

Some of the trends and features that were observed in Uber Bangladesh are:



a) **Launch and Expansion:**

- Uber launched its services in Dhaka, the capital city of Bangladesh, on November 22, 2016.
- The launch in Dhaka marked Uber's entry into the Bangladesh market and its continued expansion in the Asia Pacific region.
- Initially, Uber operated with a limited fleet of cars, targeting the urban population and providing a convenient transportation alternative.

b) **Growth and Services:**

- Over the years, Uber expanded its services to other major cities in Bangladesh, including Chittagong, Sylhet, and Rajshahi, to cater to a broader customer base.
- Uber introduced various service options, including UberX, UberMOTO (motorcycle taxis), and Uber HIRE (hourly rentals) to meet the diverse transportation needs of passengers.

c) **Driver-Partner Network:**

- Uber's entry into Bangladesh provided economic opportunities for many individuals seeking flexible employment.
- The platform allowed individuals with a car or motorcycle to become Uber driver-partners, helping them earn income by providing transportation services.

d) **Benefits and Impact:**

- Uber's arrival in Bangladesh brought several benefits to both passengers and drivers.
- Passengers gained access to an affordable, reliable, and convenient mode of transportation, reducing dependence on traditional taxis and auto-rickshaws.



- Driver-partners enjoyed increased earning potential and flexibility in choosing their working hours.
- e) **Regulatory Challenges and Compliance:**
 - Like in many other countries, Uber faced regulatory challenges in Bangladesh. Concerns were raised regarding legal compliance, licensing, and safety measures.
 - The Bangladesh government introduced regulations for ride-hailing services to ensure passenger safety, vehicle standards, and fair competition.
 - Uber worked closely with the government to comply with regulations and enhance safety measures, including driver background checks and vehicle inspections.
- f) **COVID-19 Impact:**
 - The COVID-19 pandemic significantly impacted Uber's operations in Bangladesh, as movement restrictions and social distancing measures limited travel demand.
 - Uber implemented safety protocols, such as mandatory face masks, sanitization guidelines, and contactless payments, to protect both drivers and passengers.
- g) **Continued Innovation:**
 - Uber continues to innovate and introduce new features to enhance the user experience in Bangladesh.
 - The introduction of features like upfront pricing, cashless transactions, and in-app support options has made the service more convenient and efficient.

Uber's presence in Bangladesh has revolutionized the transportation landscape, providing a convenient and reliable alternative to traditional transportation options. The company's commitment to safety, convenience, and technology has contributed to its growth and popularity in the country.

B. Growth

Based on research, Uber had been growing steadily in Bangladesh since its entry into the market in 2016. The company expanded its operations from Dhaka to other major cities in the country, such as Chittagong and Sylhet. Uber's growth in Bangladesh can be attributed to several factors:





- a) **Increasing demand for convenient transportation:** As urbanization and population growth continue in Bangladesh, there is a growing need for reliable and convenient transportation options. Uber provided an alternative to traditional taxis and rickshaws, offering a more comfortable and tech-enabled experience.
- b) **Rising smartphone penetration:** The increasing availability and affordability of smartphones in Bangladesh have contributed to the growth of ride-hailing services like Uber. With the Uber app installed on their smartphones, users can easily request a ride and track its progress.
- c) **Addressing transportation challenges:** Bangladesh's major cities face traffic congestion and limited public transportation options. Uber's presence helped address these challenges by providing a reliable and accessible transportation solution. Additionally, the introduction of Uber Moto, the motorbike service, offered a quicker and more cost-effective option for shorter trips.
- d) **Cash-based payments:** Uber recognized the importance of cash transactions in Bangladesh and introduced cash payment options. This allowed users without access to digital payment methods to use Uber services, expanding its customer base.
- e) **Marketing and promotions:** Uber employed various marketing strategies and promotions to raise awareness and attract new users. Promotional campaigns, referral programs, and discounts were used to incentivize new sign-ups and retain existing customers.

It's important to note that the ride-hailing market in Bangladesh is competitive, with other local players such as Pathao and Shohoz also operating in the country. The growth of Uber in Bangladesh is influenced by various factors, including market dynamics, regulatory environment, and the company's strategies to cater to the local needs and preferences of users. For the most recent and specific information on Uber's growth in Bangladesh, it is advisable to refer to the latest reports, news sources, or Uber's official announcements.



3.1.4 Customer Mix

Some general customer mix strategies that Uber considers to implement in Bangladesh or any other market. It's important to note that these strategies are speculative and may not reflect Uber's current approach. It's always best to refer to the latest information from Uber or conduct further research for the most accurate and up-to-date insights. Here are some potential customer mix strategies that Uber Bangladesh follows:

- a) **Commuters:** Uber Bangladesh targets regular commuters who use ride-sharing services for their daily transportation needs. Uber focuses on offering competitive pricing, efficient routes, and reliable service to attract this segment.
- b) **Business Travelers:** Uber Bangladesh is catering to business professionals who frequently travel within the city for meetings, conferences, or airport transfers. Uber emphasizes the convenience, comfort, and professionalism of their service to appeal to this group.
- c) **Tourists:** Uber Bangladesh is positioning Uber as a convenient and reliable transportation option for tourists visiting Bangladesh. Uber could partner with local tourism agencies, hotels, and airports to increase visibility among travelers and promote the use of their service.
- d) **Students:** Uber Bangladesh is targeting college and university students who rely on transportation services for commuting to and from campuses. Uber offers student-friendly pricing, special promotions, or partnerships with educational institutions to capture this customer segment.
- e) **On-Demand Deliveries:** They are expanding beyond passenger transportation, Uber focuses on on-demand delivery services, catering to businesses and individuals who require quick and reliable delivery of goods. This may include food delivery, grocery delivery, or other local delivery services.
- f) **Ride-Sharing Pools:** They are encouraging ride-sharing by promoting carpooling options among customers, which can reduce traffic congestion, lower costs, and provide a more sustainable transportation solution. Uber incentivizes riders to share their rides by offering discounted fares or rewards.
- g) **Partnerships and Integrations:** Uber Bangladesh, they are collaborating with local businesses, organizations, or service providers to offer integrated solutions. For example, Uber integrates with popular mobile payment platforms (Bkash, Nagad), partner with public transportation systems, or collaborate with e-commerce platforms to enhance the overall customer experience.



These are just a few potential customer mix strategies that Uber considers in Bangladesh. It's important to note that Uber's actual strategies may vary based on market conditions, competition, and regulatory factors, among other considerations.

3.1.5 Product Mix

Everyone, whether they are driving or riding as a passenger, should make safety their first priority. Because of this, they continue to work on developing technology that contributes to the safety of millions of rides each and every day. Therefore, Uber continually stands for “**Safe Rides and Safer Cities.**”

From a Bangladeshi point of view, Uber offers five distinct sorts of products including:

- **Uber X (Your Car, Your Way):** The kind of transportation that offers the greatest level of ease and luxury across the city of Dhaka. They are able to accommodate your transportation needs, whether you are searching for a trip to a wedding or just want to take some time to relax and stretch your legs. When you need a transport, be sure to request an Uber X so that you may travel in the luxury of a sedan. Your choice of a fully air-conditioned car with seating for four, delivered to your home at the touch of a button. We are giving all of the vehicles with model years ranging from 1991 to 2005 to UBER X.



- **Uber Premier (Introduce Premier-A Step above the Every Ride):** At Uber, we believe that each and every one of our hundreds of thousands of customers, just like you, is deserving of an excellent trip, and they work really hard to ensure that this is the case. In this section, they will introduce you to PREMIER, Uber's premium service. For the better part of the last several months, they have been doing research and making plans for this alternative mode of transportation. The party got off to an elegant start with that, so let the good times roll! Some of the first people to utilize PREMIER were current and former national players including Sabbir Rahman, Hasibul Hossain, and Faruque Ahmed, all of the Sylhet Sixers,





on their way to a meeting at the team's headquarters. On her way to a Friday afternoon appointment in Gulshan Dhaka, model Jannatul Peya also hailed a PREMIER. PREMIER has been designed just for you based on your input and the features you've most enjoyed when riding with us and our driver-partners. They are moving all of the sedan automobiles model years 2006 and above to the PREMIER category. The Allion, the Premio, the Axio, and the Nissan Blue Bird are some of the exceptional sedan automobiles that we take from before 2006 and after 2001. We do not accept any hatchback automobiles for the PREMIER programme, including the Probox, Succeed, or Toyota series.

- **Uber XL (Low-cost rides for large group):** Uber XL is an affordable option for large group transportation. It doesn't matter whether you're travelling with a large group of people or if you just want a more comfortable journey without emptying your wallet: Uber XL is the right vehicle service for you. After requesting an XL, there will be a minimum of six persons, including yourself, who will be picked up. Cars such as the Toyota Highlander, the Toyota Voxy, and Noah are among those that we accept for Uber XL.



- **Uber Moto (Move with Moto):** Uber Bangladesh, they have gone full circle. Now, in addition to the reasonably priced and luxurious sedan rides offered by UBERX and PREMIER, they also present you something that will make your daily life easier. With Dhaka being one of the busiest cities in the world, there is no better way to zoom through traffic and save time than with MOTO. In addition, there is no one better to kick-start our adventure other than our national cricketing hero, Mashrafe Bin Mortaza. Introducing, MOTO with Dhaka being one of the busiest cities in the world, there is no better way to zoom through traffic and save time than with MOTO. This morning, Mashrafe was the first person to ride a motorbike in the city. He is an enthusiastic admirer of motorcycles, and his first encounter with one left him feeling extremely happy. He is

The wait is over
#MoveWithMOTO





looking forward to how MOTO will give even more depth to the way in which the city moves.

- **Uber Home Package Delivery Services:** Uber Bangladesh also introduced a brand new service called Uber Connect, which is a home package delivery system. In the midst of the COVID-19 epidemic, this service will make it possible for people of Dhaka to send and receive packages from one another as well as place orders for goods from stores located inside the city boundaries. According to a statement released by Uber, all shipments must meet the following requirements in order to be accepted: they must be small enough to fit on a two-wheeled vehicle, they must weigh less than five kilograms, they must be properly wrapped, and they must not include any banned products such as alcohol, recreational drugs, or other hazardous or illegal things. The new delivery service can only be used for the transportation of products and cannot be utilized for the transportation of persons.



3.1.6 Pricing Strategy

- **Dynamic Pricing:** Uber commonly employs dynamic pricing, also known as surge pricing, to match supply and demand in real-time. During periods of high demand, such as rush hour or bad weather, prices may increase to incentivize more drivers to come online and meet the demand. This pricing model aims to balance supply and demand and ensure reliable service availability.
- **Distance and Time-Based Pricing:** Uber typically calculates fares based on the distance traveled and the time spent on the trip. A base fare is charged, followed by additional charges per mile or kilometer and per minute. The rates may vary depending on the type of Uber service chosen, such as UberX, UberXL, or UberPremier.
- **Pricing Promotions and Incentives:** Uber often offers promotions, discounts, and incentives to both riders and drivers. This could include promotional codes, referral bonuses, loyalty programs, or discounts during certain events or peak hours. These strategies are aimed at attracting and retaining customers and drivers.
- **Local Market Factors:** Uber may consider local market dynamics and competition when determining pricing strategies. Factors such as local regulations, driver supply,



fuel costs, and overall market conditions can influence the pricing structure in a specific region.

3.1.7 Operational Activities

Uber is a ride-sharing platform that connects drivers with passengers through a mobile app. The company operates in many countries worldwide, including Bangladesh. In Bangladesh, Uber provides its ride-sharing services in cities like Dhaka, Chittagong, and Sylhet.

Here are some key aspects of Uber's operational activities:

- a) **Driver Onboarding:** Uber partners with local drivers who meet their criteria to become drivers on the platform. Drivers must meet specific requirements, such as having a valid driver's license, a clean driving record, and an eligible vehicle.
- b) **Passenger Requests and Driver Acceptance:** Passengers use the Uber mobile app to request rides. They can enter their pickup and drop-off locations, view the estimated fare, and choose the type of vehicle they prefer.
 - **App Registration:** Passengers need to download the Uber app on their smartphones and create an account by providing their contact information and payment details.
 - **Location and Destination:** Passengers open the app and input their current location and desired destination. The app utilizes GPS technology to identify the passenger's current location automatically, or they can manually enter it.
 - **Ride Options:** Passengers are presented with various ride options available in their area, such as UberX, UberXL, or Uber Premier, depending on the services provided in Bangladesh. They can also view estimated fares and wait times for each option.
 - **Confirming the Ride:** Once the passenger selects their preferred ride option, they confirm the request. The app then sends the request to nearby available drivers.
 - **Driver Acceptance:** The request is sent to multiple nearby drivers, and they have the option to accept or decline the ride. The first driver to accept the request is assigned to pick up the passenger.
 - **Driver Details:** After a driver accepts the ride, the passenger receives information about the assigned driver, including their name, photo, vehicle details, and estimated time of arrival (ETA). The passenger can track the driver's location in real-time on the app's map.
 - **Ride Experience:** Once the driver arrives, the passenger gets into the vehicle and proceeds to their destination. The app provides navigation assistance to the driver, but



passengers can also communicate any specific route preferences or stops directly with the driver.

- Payment and Rating:** At the end of the trip, the fare is automatically calculated based on the distance traveled and the time taken. Passengers can pay through the app using their pre-registered payment method. After the trip, passengers have the option to rate their driver and provide feedback on the overall experience.
- c) **Safety and Security:** Uber places significant emphasis on safety. The app allows passengers to share their ride details with friends or family, and drivers are screened before being allowed to join the platform. Passengers and drivers can rate each other after each trip, helping maintain a level of accountability.
- d) **Customer Support:** Uber provides customer support to both drivers and passengers. They offer various channels, such as in-app support, email, or phone, to address concerns, provide assistance, and resolve issues.

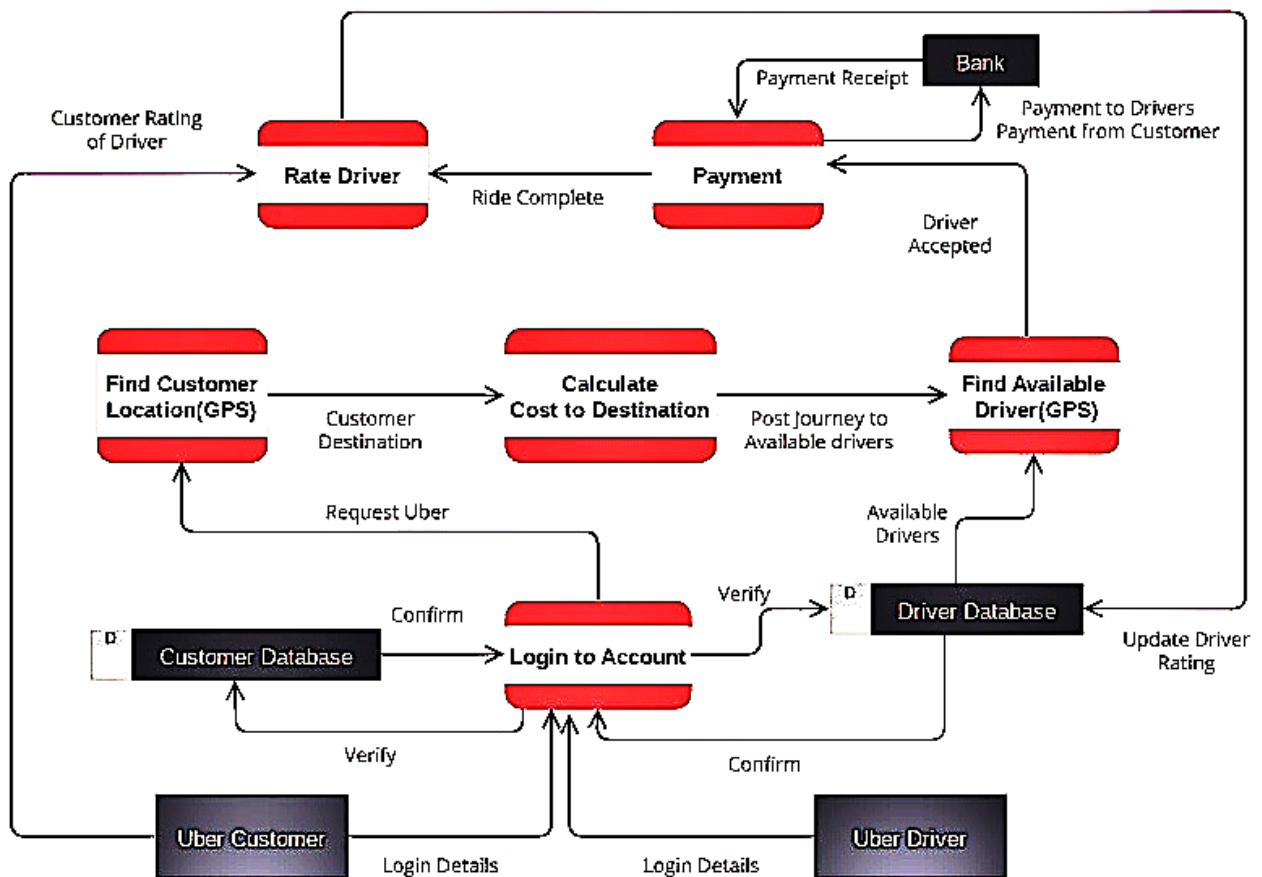


Figure 3. 1: Operating System of Ride Sharing Services by Uber Bangladesh



3.1.8 SWOT Analysis

SWOT analysis is a strategic planning tool used to evaluate the strengths, weaknesses, opportunities, and threats of a business or organization. Here's a SWOT analysis of Uber in Bangladesh:

A. Strengths:

- **Strong brand recognition:** Uber is a globally recognized brand, which gives it a competitive advantage in the Bangladeshi market. Uber launched its services in Dhaka, the capital city of Bangladesh, in 2016. Since then, Uber has gained popularity as a convenient and reliable mode of transportation in the city. The company has invested in marketing and promotional activities to increase its brand visibility and attract both riders and drivers.
- **Early entry:** Uber was one of the first ride-sharing platforms to enter the Bangladeshi market, giving it a competitive advantage and allowing it to establish itself as a well-known brand.
- **Extensive service coverage:** Uber has expanded its services beyond Dhaka to other major cities in Bangladesh, such as Chittagong and Sylhet. This broad coverage has helped increase its reach and brand recognition across the country.
- **User-friendly app:** The Uber app offers a simple and user-friendly interface, making it easy for riders to request a ride and track their driver's location. This convenience has contributed to positive user experiences and helped build brand loyalty.
- **Competitive pricing:** Uber has often positioned itself as an affordable option for transportation, offering competitive pricing compared to traditional taxis. This has appealed to cost-conscious riders and helped establish Uber as a preferred choice for many.
- **Safety measures:** Uber has implemented various safety features and measures to ensure the well-being of both riders and drivers. This focus on safety has helped build trust in the brand and increase its reputation in Bangladesh.
- **Technological innovation:** Uber's app-based platform provides convenience and ease of use for both drivers and passengers, allowing for efficient transportation services.
- **Wide range of services:** Uber offers various services such as UberX, UberPremier, Uber XL, Uber Parcel Delivery and UberMOTO, catering to different customer preferences and needs.

S



- **Driver network:** Uber has a large network of drivers in Bangladesh, allowing for better availability and shorter wait times for passengers.
- **Cash and digital payment options:** Uber offers both cash and digital payment options (Bkash, Nagad), which is important in a market like Bangladesh where digital payment adoption is still growing.

B) Weaknesses:

- **Competition from local ride-hailing services:** Uber faces strong competition from local ride-hailing services in Bangladesh, such as Pathao and Shohoz, which have established a presence and loyal customer base.
- **Dependence on internet connectivity:** Uber's app relies heavily on internet connectivity, which can be a challenge in certain areas of Bangladesh with limited network coverage or unreliable internet service.
- **Regulatory challenges:** Uber has faced regulatory challenges in various markets, including Bangladesh, which can impact its operations and growth potential.

W

C) Opportunities:

- **Increasing smartphone penetration:** With the growing adoption of smartphones in Bangladesh, more people have access to the Uber app, expanding the potential customer base.
- **Ride-sharing market growth:** The ride-sharing market in Bangladesh is still growing, presenting opportunities for Uber to capture a larger market share and increase its revenue.
- **Expansion into other cities:** Uber can explore expansion into other cities in Bangladesh beyond the major metropolitan areas, tapping into untapped markets and reaching new customers.

O



D) Threats:

- **Price sensitivity:** Bangladesh is a price-sensitive market, and competition among ride-hailing services can lead to price wars, potentially impacting Uber's profitability.
- **Security concerns:** Ensuring passenger and driver safety is crucial for Uber's reputation. Any security incidents or negative experiences could lead to a loss of trust among customers.
- **Changing regulatory environment:** The regulatory environment for ride-hailing services in Bangladesh is evolving, and any new regulations or changes in existing regulations could pose challenges for Uber's operations.

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3.2 Industry Analysis of Ride Sharing Services in Bangladesh

3.2.1 Specification of the Industry

Ride-sharing services in Bangladesh, similar to other countries, have gained significant popularity and transformed the way people travel within cities. The prominent ride-sharing platforms operating in Bangladesh are Uber, Pathao, Shohoz Rides, OBHAI, and Sam. Here are some specifications of the ride-sharing services in Bangladesh:



- **Availability:** Ride-sharing services are available in major cities of Bangladesh, such as Dhaka, Chittagong, and Sylhet. Dhaka, being the capital city, has the highest availability and frequency of ride-sharing services.
- **Mobile Applications:** Both Uber, Pathao, Shohoz Rides, OBHAI, and Sam operate through mobile applications available for iOS and Android devices. Users can download the respective apps, create accounts, and request rides conveniently using their smartphones.
- **Types of Rides:** Ride-sharing services in Bangladesh offer different types of rides to cater to various customer needs. These generally include:
 - Car Rides: Standard car rides that can accommodate up to four passengers.



- Motorbike Rides: Motorbike taxis that can carry one passenger, which are particularly popular due to their maneuverability in traffic-congested cities.
- Carpooling: Shared rides where multiple passengers traveling in the same direction can split the fare and share a vehicle.
- **Fare Calculation:** Ride-sharing services in Bangladesh typically use a combination of distance traveled and time taken to calculate fares. The fare structure is transparent and displayed on the app before confirming a ride request. Surge pricing may be applied during peak hours or high-demand periods.
- **Payment Options:** Both cash and digital payment options (Bkash, Nagad, Amex Card) are available for ride payments. Users can link their credit/debit cards or mobile wallets to their ride-sharing accounts for seamless cashless transactions. Cash payments are also accepted in some cases.
- **Safety Measures:** Ride-sharing platforms prioritize passenger safety. They conduct background checks on drivers, and users can view driver ratings and reviews before booking a ride. Both Uber, Pathao, Shohoz Rides, OBHAI, and Sam have features like SOS buttons and real-time GPS tracking to enhance safety during rides.
- **Feedback and Ratings:** After each ride, passengers can rate their experience and provide feedback about the driver and the overall trip. This helps maintain service quality and holds drivers accountable.
- **Additional Services:** In addition to regular ride-sharing services, platforms like Pathao and Uber also offer parcel delivery services, further expanding their range of services.

3.2.2 Size, Trend and Maturity

One of the prominent ride-sharing platforms operating in Bangladesh is Uber, which entered the market in 2016. Another major player is Pathao, a homegrown ride-sharing platform that was established in 2015. Both companies have been expanding their operations in the country.

- The size of the ride-sharing market in Bangladesh has been steadily increasing, driven by factors such as population density, traffic congestion, and the growing popularity of smartphones. These platforms provide a convenient and affordable transportation solution for people in urban areas, where public transportation options may be limited.
- In terms of trend, ride-sharing services have been increasingly adopted by both riders and drivers in Bangladesh. The ease of accessing rides through mobile apps and the flexibility it offers for part-time or full-time employment have attracted many drivers



to join these platforms. Additionally, the competitive pricing compared to traditional taxis has made ride-sharing services a popular choice for riders. As a result of a significant reduction in the extra charge that was placed on the import of components for two-wheelers, the number of motorcycles sold in 2017 increased to 3.60 lakh units, representing a year-on-year increase of over half. In 2015, there were a total of just 1.43 lakh units sold of motorbikes. The growing sales of motorcycles are providing young people with the motivation they need to purchase a bike so that they may participate in ride-sharing networks and earn more money.

Motor bike sales

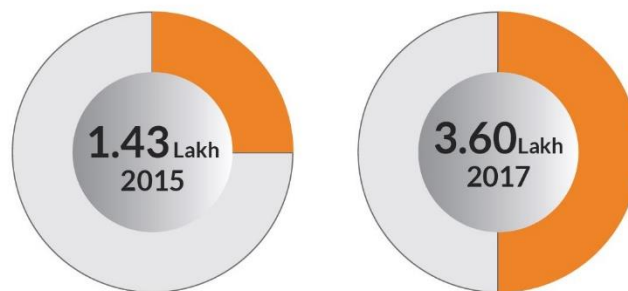


Figure 3. 2: Ratio of Motor Bike Sales in 2015 and 2017 for ride sharing service business

- The maturity of ride-sharing services in Bangladesh can be considered relatively young, given that these platforms entered the market within the last decade. However, they have quickly gained traction and become an integral part of the transportation ecosystem in major cities like Dhaka and Chittagong. The platforms have been continuously improving their services, enhancing safety measures, and expanding their coverage areas to meet the growing demand.

3.2.3 External Economic Factors

Some general external economic factors that could impact Uber or any similar ride-sharing service in the country:

- Economic Growth:** The overall economic growth of Bangladesh can have a significant impact on the demand for ride-sharing services. Higher economic growth often leads to increased disposable income and a larger middle class, which can boost demand for convenient transportation options like Uber, Pathao, and OBHAI.
- Fuel Prices:** Fluctuations in fuel prices can affect the cost of operating vehicles for both drivers and ride-sharing companies. Higher fuel prices (Octane 140 BDT/Liter; Fuel Gas



52 BD/Per 5 CNG), could result in increased fares, which might impact the demand for Uber services.

- c) **Regulatory Environment:** The regulatory framework set by the government plays a crucial role in shaping the ride-sharing industry. Changes in regulations related to licensing, safety requirements, insurance, or taxation can impact Uber, Pathao, Sam, Shohoz, OBHAI's operations and costs.
- d) **Competition:** The competitive landscape within the ride-sharing industry can impact Uber's market share and profitability. The presence of other ride-sharing platforms or traditional taxi services may influence Uber's pricing strategy and customer base.
- e) **Technology Adoption:** The level of technology adoption within the country can affect Uber's operations. Factors such as smartphone penetration, access to the internet, and digital payment systems can influence the ease of use and acceptance of Uber's services.
- f) **Infrastructure Development:** The quality of roads, traffic conditions, and overall infrastructure development can impact the efficiency and availability of Uber services. Better infrastructure can contribute to smoother rides and faster travel times, enhancing the value proposition for Uber users.
- g) **Socio-cultural Factors:** Socio-cultural factors, such as cultural norms, attitudes towards transportation, and preferences for certain types of services, can influence the demand for ride-sharing services like Uber.

3.2.4 Technological Factors

Some general information about the technological aspects of Uber that are typically applicable in most regions, including Bangladesh.

- a) **Mobile App:** Uber, Pathao, Sam, Shohoz, OBHAI operates primarily through its mobile application, which is available on iOS and Android platforms. The app allows users to request rides, track their drivers in real-time, make payments, and rate their experience. It provides a user-friendly interface and leverages GPS technology to connect riders with nearby drivers.
- b) **GPS and Navigation:** Uber, Pathao, Sam, Shohoz, OBHAI's app utilizes GPS technology to determine the user's location and match them with the nearest available driver. The navigation feature helps drivers efficiently navigate to the pick-up and drop-off locations, optimizing travel routes and reducing travel time.
- c) **Ride-hailing Algorithm:** Uber, Pathao, Sam, Shohoz, OBHAI employs a sophisticated ride-hailing algorithm that matches riders and drivers based on proximity, availability, and



other factors. The algorithm considers various data points, including distance, traffic conditions, and driver ratings, to optimize the matching process and ensure efficient service.

- d) **Cashless Payments:** Uber, Pathao, Sam, Shohoz, OBHAI introduced cashless payments as a standard practice in many regions. It enables users to link their credit cards, debit cards, or digital wallets to their Uber accounts, allowing for seamless and secure transactions without the need for physical cash. Cashless payments offer convenience and streamline the overall user experience.
- e) **Safety Features:** Uber, Pathao, Sam, Shohoz, OBHAI has implemented several safety features to enhance the security of both riders and drivers. These include features such as two-factor authentication, real-time tracking, driver background checks, and the ability to share trip details with trusted contacts. In case of emergencies, riders can also contact emergency services directly through the app.
- f) **Integration with Local Services:** In some regions, Uber, Pathao, Sam, Shohoz, OBHAI integrates with local services and platforms to provide additional benefits to users. This can include partnerships with local payment gateways, integration with popular mapping services, or collaborations with local organizations to address specific needs or challenges.

3.2.5 Barriers to Entry in Ride Sharing Services and Uber's Strategy

- a) **Regulatory Environment:** One of the significant barriers to entry in the ride-sharing industry is the regulatory environment. Governments and local authorities may impose strict regulations and licensing requirements on ride-sharing services. These regulations can include obtaining permits, meeting vehicle safety standards, and ensuring driver background checks, which can be time-consuming and expensive for new entrants.
- b) **Capital Requirements:** Starting a ride-sharing service requires a significant amount of capital investment. New entrants need to invest in developing a mobile app, establishing a fleet of vehicles, and marketing their services. Acquiring these resources can be challenging, particularly for startups without access to substantial funding.
- c) **Network Effects:** Established ride-sharing platforms like Uber and local competitors often benefit from network effects. Network effects occur when the value of a service increases as more users and drivers join the platform. This creates a barrier for new entrants as they need to attract a critical mass of drivers and riders to compete effectively with existing players.



- d) **Brand Recognition:** Established ride-sharing platforms have strong brand recognition and trust among users. Building a recognizable brand and gaining the trust of customers can be a significant barrier for new entrants. Customers often prefer using services they are familiar with, making it challenging for newcomers to attract a substantial user base.

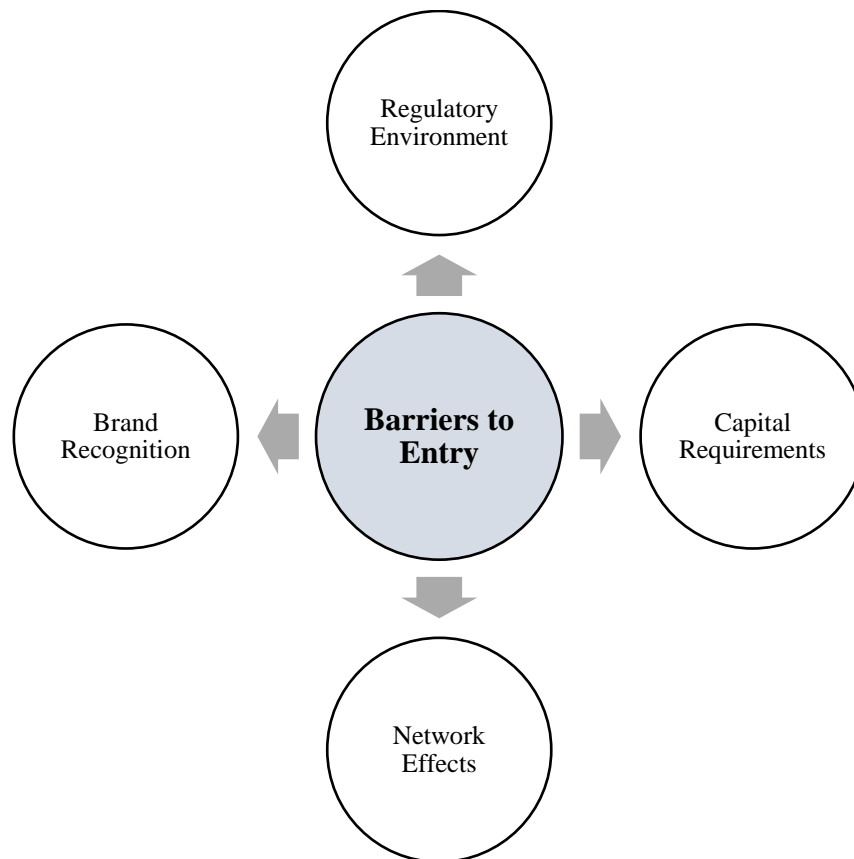


Figure 3. 3: Barriers to Entry in Ride Sharing Services

Uber's Strategy in Bangladesh:

Uber is one of the leading ride-sharing platforms operating in Bangladesh. To overcome barriers to entry and establish a strong presence in the country, Uber has employed various strategies:

- a) **Localization:** Uber has focused on understanding and adapting to the local market in Bangladesh. They have tailored their services to meet the specific needs and preferences of Bangladeshi users. For example, they have introduced cash payment options in addition to digital payments, which is more common in the local market.
- b) **Partnerships:** Uber has formed strategic partnerships with local organizations and stakeholders to expand its reach and improve its services. For instance, they have collaborated with local banks to offer exclusive discounts and promotions to customers



using specific payment methods. These partnerships help Uber establish a stronger presence in Bangladesh and build trust among local consumers.

- c) **Marketing and Promotions:** Uber has heavily invested in marketing and promotional activities to raise awareness and attract customers in Bangladesh. They have utilized various channels, including digital marketing, outdoor advertising, and partnerships with influencers, to reach their target audience. Promotions such as discounted rides and referral programs have been employed to incentivize adoption and word-of-mouth marketing.
- d) **Customer Support:** Uber recognizes the importance of providing reliable and efficient customer support to ensure a positive user experience. They have established local customer support centers and introduced multilingual support to cater to the diverse population in Bangladesh. Prompt and responsive customer service helps build trust and loyalty among users.
- e) **Safety Measures:** Uber has implemented several safety measures in Bangladesh to address concerns regarding rider and driver safety. This includes features like driver background checks, GPS tracking, and in-app emergency assistance. By prioritizing safety, Uber aims to establish itself as a trusted and reliable ride-sharing option in the country.

Overall, Uber's strategy in Bangladesh revolves around adapting to the local market, building partnerships, investing in marketing, providing excellent customer support, and prioritizing safety. These efforts help Uber overcome barriers to entry and establish a strong foothold in the competitive ride-sharing industry in Bangladesh.



3.2.6 Supplier Power in Ride Sharing Services and Uber's Strategy

Supplier power refers to the ability of suppliers to influence the terms, conditions, and pricing of products or services they provide to companies. In the context of ride-sharing services like Uber, Pathao, OBHAI, Shohoz, Sam, suppliers can refer to the drivers who provide their vehicles and time to the platform.

In Bangladesh, Uber operates as one of the prominent ride-sharing services. When it comes to supplier power, there are a few factors to consider:

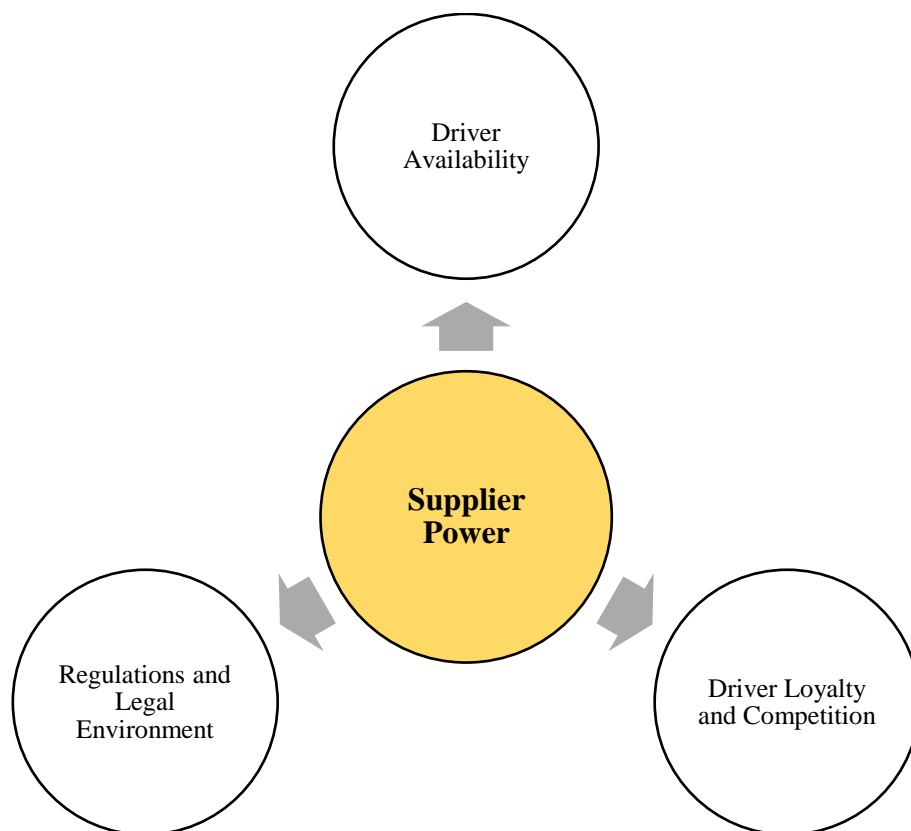


Figure 3. 4: Supplier Power in Ride Sharing Services

- a) **Driver availability:** The availability of drivers can impact supplier power. If there is a scarcity of drivers compared to the demand for rides, drivers may have more power to negotiate better terms with Uber. Conversely, if there are more drivers than available rides, Uber may have more leverage.
- b) **Driver loyalty and competition:** The level of loyalty and competition among drivers also affects supplier power. If drivers have multiple options and can easily switch between ride-sharing platforms, they may have more bargaining power. However, if drivers are heavily reliant on Uber for their income and face high barriers to switch, Uber may have more control over the terms and conditions.



- c) **Regulations and legal environment:** The regulatory framework governing ride-sharing services in Bangladesh can also influence supplier power. If regulations favor drivers or provide them with certain protections, they may have more influence. Conversely, if the legal environment is more favorable to Uber, it may have greater control over the terms of engagement with drivers.

Uber's Strategy in Bangladesh:

Uber's strategy in Bangladesh would likely focus on balancing supplier power while maintaining its market position. To manage supplier power effectively, Uber could adopt several strategies:

- a) **Driver incentives and benefits:** Uber may offer attractive incentives, bonuses, or benefits to retain and attract drivers. This could include guaranteed earnings, flexible work schedules, insurance coverage, or rewards for high-performing drivers. By providing competitive benefits, Uber can mitigate driver dissatisfaction and reduce the risk of losing drivers to competitors.
- b) **Surge pricing and dynamic incentives:** Uber can use surge pricing or dynamic incentives to incentivize drivers during peak demand periods. By offering higher fares or bonuses, Uber can attract more drivers to provide rides when demand is high, thus balancing supply and demand.
- c) **Driver support and engagement:** Uber can invest in driver support and engagement programs. This includes offering training, communication channels, and addressing driver concerns promptly. By maintaining a positive relationship with drivers and listening to their feedback, Uber can foster loyalty and reduce supplier power.
- d) **Continuous market analysis:** Uber should continuously analyze the market dynamics, driver availability, and competitive landscape in Bangladesh. By staying informed about the supply-demand situation and market trends, Uber can adjust its strategies to effectively manage supplier power.



3.2.7 Buyer Power in Ride Sharing Services and Uber's Strategy

Buyer power refers to the ability of customers to influence the pricing and terms of a product or service. In the context of ride-sharing services like Uber, buyer power is determined by factors such as the number of available alternatives, the price sensitivity of customers, and the ease of switching between services.

In Bangladesh, the ride-sharing market has been growing rapidly, with multiple local and international players competing for market share. While Uber is one of the prominent ride-sharing platforms in Bangladesh, it faces significant competition from local players such as Pathao and Shohoz, as well as other international platforms like Bolt.

The buyer power in the ride-sharing market in Bangladesh can be considered relatively high due to the availability of multiple alternatives. Customers have the option to choose between different ride-sharing platforms based on factors such as price, availability, and service quality. As a result, customers can influence the pricing and service standards by shifting their preferences to other platforms if they are dissatisfied with Uber.

To maintain its competitive edge and address buyer power in Bangladesh, Uber has employed several strategies. These strategies include:

- a) **Competitive pricing:** Uber regularly offers promotional discounts, fare reductions, and incentives to attract customers and encourage loyalty. By providing competitive pricing, Uber aims to retain existing customers and attract new ones.
- b) **Enhanced service quality:** Uber focuses on improving the quality of its services to differentiate itself from competitors. This includes ensuring the availability of well-maintained vehicles, professional drivers, and efficient customer support. By providing a superior customer experience, Uber aims to retain customers who value quality and reliability.
- c) **Partnerships and collaborations:** Uber has formed partnerships with various local businesses, including restaurants, hotels, and retail outlets, to offer integrated services and exclusive discounts. By expanding its network of partnerships, Uber seeks to create added value for its customers and strengthen their loyalty.
- d) **Localization:** Uber has localized its services to cater to the specific needs of the Bangladeshi market. This includes offering regional language support, accepting local payment methods, and incorporating features tailored to the local context. By adapting its



services to the preferences and requirements of the local market, Uber aims to attract and retain customers.

- e) **Technology Development:** Uber invests in technological advancements to improve its service offerings. This includes features such as real-time tracking, in-app navigation, and safety measures. By continually innovating and staying ahead of competitors, Uber aims to provide a unique value proposition to customers.

It's important to note that the strategies employed by Uber may evolve over time as the market dynamics and competition change. Therefore, it's advisable to refer to the latest information and updates from Uber or industry reports for the most up-to-date analysis of Uber's strategy in Bangladesh.

3.2.8 Threats of Substitute in Ride Sharing Services and Uber's Strategy

- a) **Various Ride Sharing Companies and CNG Vehicles:** Pathao, Shohoz, Sam, OBHAI ride sharing apps and CNG are a significant substitute for ride-sharing services. Although ride-sharing offers convenience and lower prices, some customers still prefer traditional taxis due to factors such as familiarity, trust, and availability.
- b) **Public Transportation:** Public transportation, such as buses and trains, can be a substitute for ride-sharing services, especially for longer distances or fixed routes. Public transportation is often more cost-effective and widely accessible, which can attract some customers away from ride-sharing.
- c) **Car Ownership:** In areas where car ownership is high, people may prefer to use their own vehicles instead of opting for ride-sharing services. This can be a significant substitute, particularly for individuals who frequently need to travel or have specific requirements for their commute.

Uber's Strategy in Bangladesh:

Uber is one of the leading ride-sharing platforms in Bangladesh and faces competition from other local and international players. To address the threats of substitutes and strengthen its position in the market, Uber has implemented several strategies:

- a) **Enhanced Convenience:** Uber focuses on providing a convenient and seamless user experience. This includes features like in-app payments, real-time tracking, and reliable pickup times. By prioritizing convenience, Uber aims to create a unique selling proposition compared to other substitutes.



- b) **Expansion of Service Offerings:** Uber has expanded its services beyond traditional ride-sharing. For example, Uber Eats, the food delivery service, was introduced in Bangladesh to cater to the growing demand for online food delivery. This strategy diversifies Uber's revenue streams and attracts a wider customer base.
- c) **Adaptation to Local Needs:** Uber has customized its services to suit the local market needs in Bangladesh. For instance, they introduced cash payments, as many people in the country prefer cash transactions over digital payments. This adaptation helps Uber cater to a broader customer base and increase its market share.

Overall, Uber's strategy in Bangladesh revolves around offering competitive pricing, enhancing convenience, expanding service offerings, and adapting to local needs. These approaches aim to mitigate the threats of substitute services and strengthen Uber's position in the ride-sharing market.

3.2.9 Industry Rivalry in Ride Sharing Services and Uber's Strategy

The ride-sharing service industry in Bangladesh has seen significant growth in recent years, with several major players competing for market share. The industry rivalry options in the ride-sharing service sector in Bangladesh.

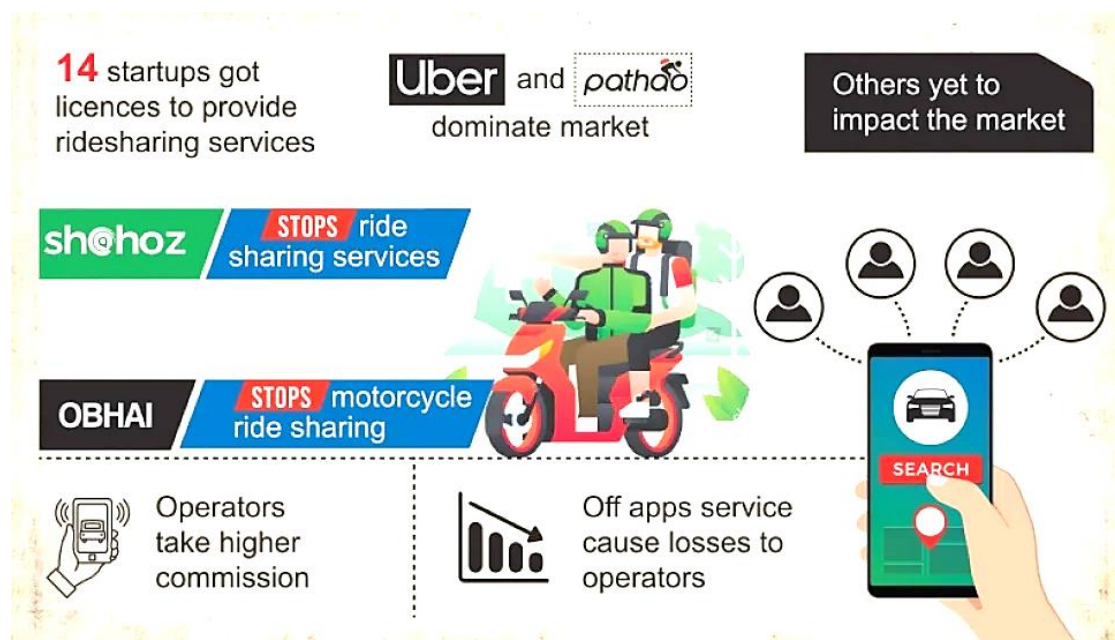


Figure 3. 5: Competitors in Ride Sharing Services in Bangladesh

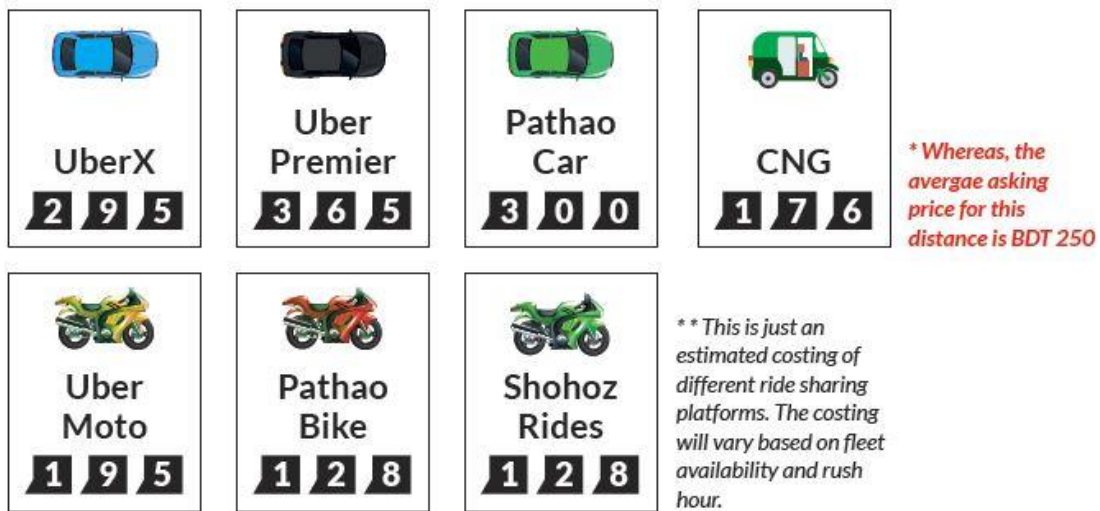
- **Pathao:** Pathao is a homegrown ride-sharing platform in Bangladesh. It initially started as a motorbike ride-sharing service but later expanded to include cars. Pathao has gained popularity among users, particularly for its affordable pricing and quick service.



- **Shohoz:** Shohoz is another major player in the ride-sharing industry in Bangladesh. It offers both car and motorbike ride-sharing services. Shohoz has been actively competing with Uber and Pathao, striving to differentiate itself through features such as promotional offers and discounts.
- **Obhai:** Obhai is a ride-sharing platform that focuses primarily on motorbike transportation. It has a significant presence in Dhaka and aims to cater to the specific needs of motorbike riders and passengers. Obhai competes directly with Pathao's motorbike service.

HOW MUCH DOES YOUR RIDE COST?

Distance = 7.5km



	UberX	Uber Premier	Uber Moto	Pathao Bike	Pathao Car	Shohoz Rides
Base Fare	40	80	30	25	50	25
Per minute	3	3	1	0.5	2.5	0.5
Per km	18	22	12	12	20	12

Figure 3. 6: Comparing Fares of Ride Sharing Service Companies in Bangladesh

Uber's Strategy in Bangladesh:

- **Diversification of Services:** To stay ahead of rivals, Uber has expanded its offerings beyond traditional ride-sharing. The company introduced services like Uber parcel delivery services. By diversifying its services, Uber leverages its existing infrastructure and brand recognition to enter new markets and cater to different customer needs.



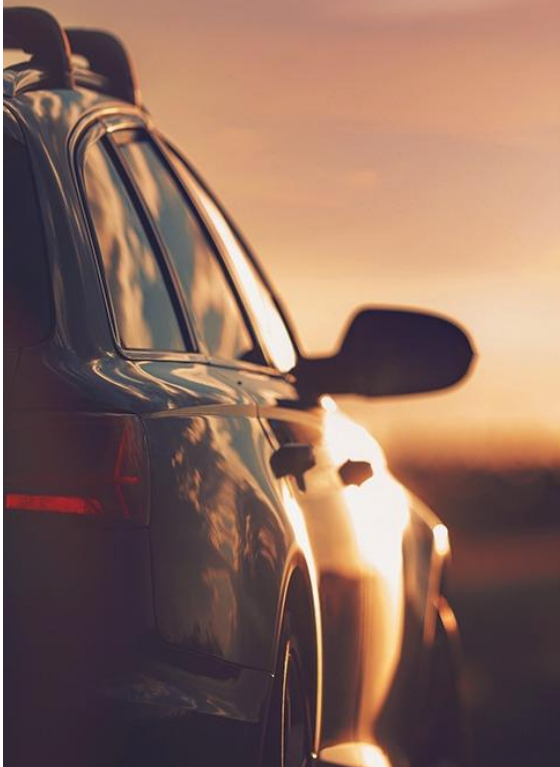
- b) **Driver Incentives and Retention:** Since drivers play a crucial role in ride-sharing services, Uber has implemented strategies to attract and retain them. The company offers various driver incentives, such as bonuses, flexible working hours, and additional perks. By providing driver benefits, Uber aims to ensure a reliable supply of drivers, which contributes to customer satisfaction and helps it stay competitive against rivals.



CHAPTER 04

INTERNSHIP EXPERIENCE

Uber Intercity



Take an Intercity trip & get

20% discount

Code: **EXPLOREBD20**

* For new users

17% discount

* Auto applied

* For existing users



4.1 Position, Duties and Responsibilities at Operational Consultant Department of Uber Bangladesh

Uber is a technology company that operates a ride-sharing platform connecting riders and drivers. Although Uber does not have a presence in every city in Bangladesh, it does operate in some major cities like Dhaka, Chittagong, Sylhet, Rajshahi, Bogra, Bagerhat, Barisal, Rangpur, Mymensingh, Jessore, Comilla, Moulvibazar, Nilphamari, Sreemangal, Feni, Dinajpur, Khulna and Cox's Bazar.

As an intern, I have joined in the operational consultant department of Uber Bangladesh at the city of Dhaka, Bangladesh.

As an operational consultant in the Department of Uber Bangladesh, my duties and responsibilities are typically include:

1	Driver Name	Contact	City	Status	Start Date	End Date	Code	Code Translation	ETA	Notes	Conversion	Followup (1)	Followup (2)	Followup (3)	
905	MITHUN ROY	960735216	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA	#N/A			
901	SAFIN AHAMMED APJ	1541649557	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA	R		5/17/2023	
907	RAKIB HASAN	1511062076	Metrobike IN	Active	Dhaka	2023-05-14 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	105 Busy/ he will try			5/19/2023	
913	MD. FERDUS RAHMAN	1912364224	Metrobike IN	Active	Dhaka	2023-05-13 00:00	2023-05-18 00:00	5/17/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			#N/A	
918	MD MASUM MIA	1749451191	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-18 00:00	5/17/2023	Sabbir	Conne...	105 Busy/ he will try			5/18/2023	
925	MD SHAKIL	1857360403	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA	R		5/17/2023	
931	MD MAHMOUD HAS	1774040988	Metrobike IN	Active	Dhaka	2023-05-14 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	105 doing another job			#N/A	
937	MD AZIZUR RAHMAN	1987461538	Metrobike IN	Active	Dhaka	2023-05-13 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA	R		5/17/2023	
943	MAHAMMUD PERVEJ	1614442178	Metrobike IN	Active	Dhaka	2023-05-14 00:00	2023-05-16 00:00	5/17/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			5/18/2023	
948	MD MONIRUL ISLAM	1493822178	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-18 00:00	5/17/2023	Sabbir	Conne...	123 he has another active account			#N/A	
950	MD FAKIR SAMIR H	1311865142	P2P	Passive	Active	Dhaka	2023-05-11 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA	R		5/18/2023
952	MOHAMMAD AZIZUL I	1623438524	P2P	UberX	Active	Dhaka	2023-05-16 00:00	2023-05-18 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			5/18/2023
978	MD NEJAM UDDIN AL	1715663242	P2P	UberX	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			#N/A
984	RAHAMUL MURAD	1891566227	P2P	UberX	Active	Dhaka	2023-03-03 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC			#N/A	
988	MOHAMMAD ZAKIR H	1874962822	P2P	UberX	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			5/18/2023
990	MD SIDON MIA	1758236676	P2P	UberX	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC			#N/A	
992	RAHMAZ SHAKIB	1833646403	Metrobike IN	Active	Dhaka	2023-05-07 00:00	2023-05-18 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			#N/A	
993	MD. KHALIA MIA	1630561989	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC				#N/A	
994	KAZI A.D.M MOHMMEN	1790645659	Metrobike IN	Active	Dhaka	2023-05-11 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			5/18/2023	
996	NAEM AHMAMED	1944037166	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC				#N/A	
998	MD SHIBLI	1758665951	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC				#N/A	
999	AKRIF SHIBI	1911963831	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC				#N/A	
1000	MD. SABIR HASAN	1630810564	Metrobike IN	Active	Dhaka	2023-11-01 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	107 Documenta Exam			#N/A	
1004	MOHAMMAD ABU DA	1448680558	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	ATC				#N/A	
1006	A.B.M REZAE RABBI	1717617765	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			#N/A	
1008	MD SHIBON SHADIK	1753162103	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			5/18/2023	
1009	SANJOY SARKER	1822176029	Metrobike IN	Active	Dhaka	2023-05-09 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			5/18/2023	
1010	MD MISKATUL ALMOR	1728809949	Metrobike IN	Active	Dhaka	2023-05-16 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			#N/A	
1014	SALAH UDDIN	1631061277	Metrobike IN	Active	Dhaka	2023-05-17 00:00	2023-05-17 00:00	5/18/2023	Sabbir	Conne...	120 Will start driving soon/Give ETA			#N/A	

Weekly Sheet of Survey through Phone Calls Based on the City of Dhaka

a) **Data Analysis of Survey Sheet:** Utilizing data analytics tools to extract meaningful insights and identify trends. I would be responsible for survey analyzing key performance indicators (KPIs), operational metrics, and market data to make data-driven recommendations for improving operational processes and performance. For Example: I need to communicate with the drivers and conducting survey analysis who are not taking any trips from the last 1 to 2 months. Additionally, I need to conduct survey on new drivers



who need to trips within 1 weeks. On the based on survey and data analysis, proper and effective strategies are taking from the department for operating the system of Uber.

- b) **Partner (Driver) management:** I need to collaborate with various stakeholders, including drivers, to understand their needs and challenges. By developing strong relationships with partners, I need address their concerns, provide support (such as update of driving license, tax token of car/moto, registration of car/moto, fitness of vehicles), and foster a positive working environment.

The screenshot displays the Bliss Search interface. On the left, there's a sidebar with 'Users' and 'PARTNER' sections. The main area shows details for 'MD. DIDAR' (1820505408) and a list of support tickets. The first ticket is in Bengali: 'আপনার প্রশ্নের উত্তর পান' (Get your question answered), with a 'DRIVER' tag and a '1 day' duration. The second ticket is 'Your Uber Hero Support Site - Bangladesh visit', also with a 'DRIVER' tag and a '4 days' duration. The right sidebar contains filters for 'Status' (OPEN, RESPONSE REQUESTED, SOLVED, ARCHIVED), 'Submission Date Range', and 'Filter Search By' (Contact types). 'User Types' include DRIVER, RIDER, EATER, RESTAURANT, POSTMATES EATER, and GUEST EATER.

Bliss Search (Portal of Drivers and their Vehicles' Information)

- c) **Payment Check:** I need to handle a wide range of tasks related to payment checks, including the following:
- Responsible for investigating and resolving payment-related issues reported by drivers or riders. This may involve checking transaction records, verifying payment methods, and identifying any discrepancies or errors.
 - Verify the accuracy of disbursements made to drivers. We need to ensure that the correct amount is paid to the driver's account based on their completed trips, incentives, bonuses, and any applicable fees or deductions.
 - Communication with both drivers and riders to address payment-related queries, provide explanations for payment issues, and assist with resolving any concerns. We need to do this through various channels, such as email, chat support, or phone calls.



payments.uberinternal.com/account/manager/user/5a569e0c-d1b9-4f87-ae3-3ad3c4421847/settlement-history?

Payments User 5a569e0c-d1b9-4f87-ae3-3ad3c4421847

Earner Payout History

- Earner Payment Profiles
- Miscellaneous Payments
- Add Miscellaneous Payment
- Spender Payment Profiles
- Uber Pro Card
- Spender Transaction History
- Gifting History
- Stored Value

ABU BOKOR SIDDIQUE
org: supply.driver_business
5a569e0c-d1b9-4f87-ae3-3ad3c4421847
uber/production

Earner transaction history

Balance
-73.98 BDT
Scheduled Payout: May 22, 2023, 4:00 AM GMT+6

Earner Statements Browser All details

May 2023

Start Date	End Date	Download / View Statement
May 1, 4 AM	May 8, 4 AM	Download PDF View PDF
May 8, 4 AM	May 15, 4 AM	Download PDF View PDF
May 15, 4 AM	May 20, 1 PM	Download PDF View PDF

91°F Partly sunny 1:03 PM 20-May-23

Payment Portal of Drivers



d) Preparing Report on Daily, Weekly and Monthly Basis:

Here's an example of a report on daily, weekly and monthly tasks that as a team of operational, we need prepare an Uber operations report:

Daily Tasks on Report:

Daily Report Update'2022+23

	A	B	C	D	E	F	G	H	I	J	K
1	Name	Team	Total Calls	Connected	Active Hours	AHT	Calling Cohort	Notes			
2	Farzana Easmin Akhy		158	91	2 hour 8 min	1.4	AnFT (Inhouse Team)	ID Team Support			
3	Ismay Zakia Tuz Zaman		141	92	2 hour 11 min	1.4	AnFT (Inhouse Team)	ID Team Support			
4	Tamanna Akter		189	91	2 hour 7 min	1.4	AnFT (Inhouse Team)	ID Team Support			
5	Sabbir Hossain		172	90	2 hour 16 min	1.7	AnFT (Inhouse Team)	ID Team Support			
6	Shohanur Rahman		171	90	2 hour 19 min	1.5	AnFT (Inhouse Team)	ID Team Support			
7	Mahir Bin Yousuf		157	90	2 hour 9 min	1.4	AnFT (Inhouse Team)	ID Team Support			
8	Sadia Hossain		232	90	1 hour 41 min	1.1	AnFT (Inhouse Team)	ID Team Support			
9											
10											

We need to collect information of the drivers on the daily basis of their active hours, working hours, earnings. After then we need to prepare a report and send to our team leaders through official emails.

Weekly Tasks on Report:

- **Trips Analysis:** Analyze the number of trips completed during the week, broken down by categories such as ride type (UberX, UberPremier, Uber XL, and Uber Parcel Delivery) in the base of Dhaka city or region, and driver-partner performance.
- **Driver-Partner Onboarding:** We need to review the number of new driver-partners on boarded during the week, including their background checks, vehicle inspections, and required documentation.
- **Payment Issues:** We need to monitor and report on any payment issues or disputes raised by drivers or riders, including their resolution status and any pending actions.
- **Customer Support Metrics:** We need to evaluate key customer support metrics such as response times, conversion rates, and customer satisfaction scores to ensure efficient and effective support for riders and drivers.
- **Incentive Programs:** We need to track the performance of ongoing incentive programs and bonuses, assessing their impact on driver engagement, retention, and overall business goals.

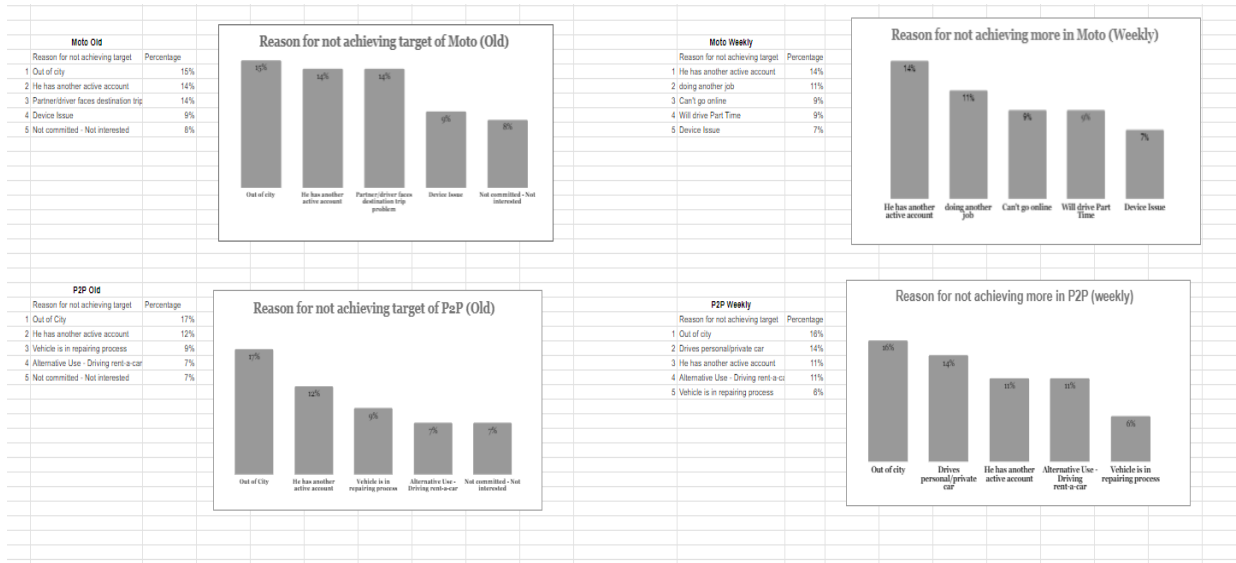


Sabbir							
Flow	Cohort	Item	L4W	April 17	April 25	May 2	May 8
P2P	ANFT Weekly	Unique Connected	65	12	13	22	18
		Follow up	57	0	19	24	14
		Conversion	28	3	7	5	13
		Conversion %	43%	25%	54%	23%	72%
		Total FTV	26	3	7	4	12
Moto	ANFT Weekly	Unique Connected	236	34	42	74	86
		Follow up	227	0	52	61	114
		Conversion	103	5	24	27	47
		Conversion %	44%	15%	57%	36%	55%
		Total FTV	89	3	20	21	45
P2P	ANFT Old	Unique Connected	275	48	71	78	78
		Follow up	0	0	0	0	0
		Conversion	21	4	8	3	6
		Conversion %	8%	8%	11%	4%	8%
		Total FTV	6	2	0	3	1
Moto	ANFT Old	Unique Connected	351	42	91	72	146
		Follow up	14	0	6	8	0
		Conversion	34	7	10	4	13
		Conversion %	10%	17%	11%	6%	9%
		Total FTV	20	5	9	4	2

Weekly Report of Drivers on the basis of response times, follow up and conversion rate

Monthly Tasks on Report:

- **Financial Performance:** We need to analyze the monthly revenue and expenses, including rider fares, driver earnings, operational costs, and any fluctuations compared to previous months. Identify any areas of concern or opportunities for improvement.
- **Market Expansion:** We need to assess the progress of market expansion efforts, including the launch of new cities or regions, evaluating their performance against set targets and identifying any challenges faced during the process.
- **Regulatory Compliance:** We need to review compliance with local transportation regulations and any changes in the legal landscape that may impact Uber's operations. Identify any required actions or adjustments to ensure compliance.
- **Rider and Driver Satisfaction:** We need to evaluate monthly satisfaction scores and feedback from riders and drivers to gauge overall satisfaction levels and identify areas for improvement in the Uber experience.
- **Driver Performance and Ratings:** We need to analyze driver ratings and performance metrics to identify trends and patterns, address any quality issues, and develop strategies to enhance driver engagement and performance.



Analysis of Performance Ratings of Drivers on the basis of weekly

These are just a few examples of the tasks that may be included in a weekly and monthly report for me during my internship period on Uber operations. The actual content and specific tasks may vary depending on the requirements and priorities of the Uber operations team in a particular region or market. Overall, my role as an operational consultant at Uber Bangladesh are involved driving operational excellence, optimizing processes, and contributing to the growth and success of Uber's operations in the city of Dhaka.

4.2 Training and Learning Operational Strategies

It is a great opportunity for me to receiving training from Uber Bangladesh in the Department of Operations. Uber is a renowned multinational transportation network company that operates in various countries, including Bangladesh.

- The Department of Operations at Uber is responsible for managing the day-to-day operations of the company, ensuring smooth functioning of rides, driver-partner support, and overall customer satisfaction. As a trainee in the Department of Operations, I am likely gaining insights into various aspects of Uber's operations in Bangladesh, such as: supply and demand management, driver onboarding and support, customer service, and perhaps even some data analysis and process optimization.
- During my training, I am learning about Uber's operational strategies, tools, and technologies that enable them to provide efficient and reliable transportation services. This may include understanding how to manage and allocate drivers effectively,



optimize routes, handle customer inquiries and complaints, and ensure overall operational excellence.

It's important to actively engage in the training sessions, ask questions, and make the most of the learning opportunities provided to me. This will help me develop a strong foundation in the operational aspects of the ride-sharing industry and gain valuable skills and knowledge that can be applied in my future career endeavors.

4.3 Contribution and Skills Development

As an intern at Uber Bangladesh, I can apply various skills to excel in the operational department including:

- **Data Analysis:** Strong data analysis skills will help me make sense of large datasets and draw meaningful insights. Proficiency in tools like Excel, SPSS or data visualization software can enable me to analyze operational data, identify trends, and generate reports to inform decision-making.
- **Problem Solving:** The ability to identify and solve operational challenges is crucial. Being able to think critically, analyze complex situations, and propose practical solutions will contribute to streamlining operations and enhancing efficiency.
- **Communication:** Effective communication skills are vital in any operational role. I need to communicate with team members, stakeholders, and possibly external partners. Clear and concise verbal and written communication skills will help me convey information, collaborate effectively, and provide support to drivers, riders, and other stakeholders.
- **Adaptability:** The operational landscape at Uber can be dynamic and fast-paced. Being adaptable and flexible will enable me to respond to changing circumstances, navigate ambiguity, and embrace new technologies or processes.
- **Attention to Detail:** Paying attention to details is crucial in operational roles to ensure accuracy and efficiency. Whether it's managing data, analyzing reports, or implementing processes, having a keen eye for detail will help me identify discrepancies, spot potential issues, and maintain high-quality standards.
- **Time Management:** As an intern, I am likely have multiple tasks and projects to handle simultaneously. Strong time management and organizational skills will help me prioritize effectively, meet deadlines, and balance competing demands.



- **Collaboration:** The ability to work well in a team is essential in any operational role. Collaborating with colleagues, sharing ideas, and actively contributing to group discussions will enhance the overall effectiveness of the department.
- **Customer Focus:** Uber is a service-oriented company, and a customer-centric approach is crucial. Understanding and empathizing with the needs and expectations of riders and drivers help me contribute to improving their experience and developing solutions that address their pain points.
- **Technical Skills:** Familiarity with relevant tools and technologies used in the operational department can be advantageous. This could include proficiency in spreadsheet software, data analysis tools, project management platforms, or customer support systems.

4.4 Application of Academic Knowledge

As a business graduate in the department of marketing, I can apply my academic knowledge in various ways to contribute to the operations of Uber in Bangladesh. Here are some areas where my skills and expertise can be valuable:

- **Market Analysis:** Conduct market research and analysis to identify the potential demand for Uber services in different cities or regions of Bangladesh. This can involve analyzing customer preferences, studying competitor strategies, and identifying market trends. My knowledge of marketing principles and market research methods can help in developing effective strategies to expand Uber's presence in the country.
- **Strategic Planning:** Utilizing my skills in strategic planning to develop and implement business strategies for Uber Bangladesh. This can include setting objectives, formulating action plans, and identifying key performance indicators (KPIs) to measure success. My understanding of business models, competitive advantage, and market dynamics can contribute to the growth and profitability of Uber's operations in the city of Dhaka as well as the country.
- **Operations Management:** Applying my knowledge of operations management to optimize the efficiency and effectiveness of Uber's operations in Bangladesh. This can involve improving driver-partner onboarding processes, optimizing driver allocation and enhancing customer service operations. My expertise in supply chain management, process optimization, and quality control can help streamline operations and enhance the overall customer experience.



- **Pricing and Revenue Management:** Utilizing my understanding of pricing strategies and revenue management techniques to optimize Uber's pricing structure in Bangladesh. This can involve analyzing demand patterns, implementing dynamic pricing, and developing promotional offers to maximize revenue. My knowledge of pricing elasticity, demand forecasting, and revenue optimization can contribute to increasing profitability for Uber in the local market.
- **Customer Relationship Management:** Applying my knowledge of customer relationship management (CRM) to enhance customer satisfaction and loyalty for Uber in Bangladesh. This can involve developing customer retention strategies, implementing feedback mechanisms, and analyzing customer data to personalize the user experience. My understanding of consumer behavior, relationship building, service marketing can help Uber build strong customer relationships and improve its market position.



CHAPTER 05
FINDINGS, RECOMMENDATIONS AND
CONCLUSION





5.1 Findings of the Study

In September 2021, Uber is a prominent ride-sharing platform operating in many countries around the world, including Bangladesh. While Uber has brought significant benefits and convenience to riders and drivers in Bangladesh, there are several challenges associated with its operational activities in the country. Here are some of the challenges faced by Uber in Bangladesh:

- a) **Regulatory Environment:** One of the significant challenges for Uber in Bangladesh is navigating the complex regulatory environment. The ride-sharing industry has faced scrutiny and legal challenges from traditional taxi associations and regulatory bodies. Government regulations and policies related to licensing, insurance, and safety standards can be strict and require compliance, making it challenging for Uber to operate smoothly.
- b) **Cultural Barriers:** Bangladesh has a unique cultural context that can pose challenges for Uber's operational activities. The concept of ride-sharing and using app-based services may be unfamiliar or less accepted among certain segments of the population. Educating and building trust among riders and drivers while addressing cultural barriers can be a hurdle for Uber.
- c) **Infrastructure and Traffic Congestion:** Bangladesh faces significant challenges with infrastructure and traffic congestion in cities like Dhaka. Poor road conditions, traffic congestion, and unpredictable traffic patterns can result in longer travel times and inefficient operations. These factors can impact the reliability and efficiency of Uber's services.
- d) **The availability of vehicles during peak hours:** One of the main challenges Uber Bangladesh may face regarding the availability of vehicles during peak hours is supply and demand imbalance. During peak hours, when the demand for rides is high, there may not be enough drivers available to meet the increased demand. During peak hours, some drivers may be unwilling or unable to work due to factors such as traffic congestion, fatigue, or personal commitments. This can lead to a shortage of available drivers on the road.
- e) **Payment Systems:** In a country where cash-based transactions are still prevalent, facilitating digital payments and promoting cashless transactions can be a challenge for Uber. The company needs to ensure that its payment systems are user-friendly, secure, and compatible with the local banking infrastructure to cater to the needs and preferences of riders and drivers.



5.2 Recommendations for Improving Departmental Operations

- a) Overcoming regulatory environment issues can be challenging for any company, including Uber in Bangladesh. However, here are some strategies that Uber Bangladesh can consider to navigate the regulatory landscape:
- **Engage in Dialogue:** Uber should actively engage with the regulatory authorities in Bangladesh to understand their concerns and establish lines of communication. Building relationships and open channels for dialogue can help address any misconceptions and work towards finding mutually beneficial solutions.
 - **Collaborate with Local Stakeholder:** Uber can collaborate with local stakeholders such as government officials, transportation authorities, and relevant industry associations. By demonstrating a willingness to work together and addressing any concerns raised, Uber can establish itself as a responsible and valuable partner.
 - **Public Awareness and Education:** Uber can invest in public awareness campaigns to educate both passengers and regulators about the benefits of ride-sharing services. This can help dispel misconceptions and create a more favorable perception of Uber's operations in Bangladesh.
- b) Overcoming cultural barriers is crucial for Uber Bangladesh to successfully operate and gain acceptance among the local population. Here are some strategies Uber can consider:
- **Tailored marketing campaigns:** Uber can develop marketing campaigns that resonate with the cultural values and aspirations of the Bangladeshi population. Understanding the local customs, traditions, and preferences can help Uber create messaging and promotions that are relevant and appealing to the target audience.
 - **Driver and rider training:** Uber can provide training and guidance to drivers on cultural sensitivities, including appropriate behavior, communication styles, and understanding local norms. This can help ensure that drivers deliver a positive and respectful experience to riders, fostering a sense of cultural acceptance.
 - **Celebrate local events and festivals:** Uber can actively participate in and celebrate local events and festivals. This can include offering special promotions or customized features during festive seasons, sponsoring cultural events, or organizing community initiatives that support local causes. By actively engaging in the local culture, Uber can strengthen its connection with the community.



- **Customer feedback and communication:** Uber should encourage open communication channels with riders and drivers to understand their needs and concerns. Actively seeking and responding to customer feedback can help identify and address any cultural barriers or misunderstandings. This feedback loop can be valuable in refining Uber's services to better align with the cultural expectations of the Bangladeshi market.

By proactively addressing cultural barriers and actively engaging with the local community, Uber Bangladesh can build trust, acceptance, and a positive reputation among the people of Bangladesh.

c) Addressing infrastructure and traffic congestion challenges is crucial for Uber Bangladesh to provide reliable and efficient transportation services. Here are some strategies Uber can consider:

- **Promote carpooling and shared rides:** Encouraging carpooling and shared rides can help alleviate traffic congestion by reducing the number of individual vehicles on the road. Uber can incentivize passengers to choose shared rides by offering discounted fares or other benefits, thereby maximizing the utilization of vehicles and reducing traffic congestion.
- **Public-private partnerships:** Uber can explore partnerships with local governments and organizations to invest in infrastructure development, such as dedicated pick-up and drop-off zones, improved road signage, and digital infrastructure for traffic management. These partnerships can help address specific infrastructure gaps and improve overall transportation efficiency.
- **Data sharing for urban planning:** Uber can share anonymized and aggregated data on traffic patterns, pick-up and drop-off locations, and travel demand with local authorities. This data can be used for urban planning and infrastructure development, enabling authorities to make informed decisions to reduce congestion and optimize transportation systems.
- **Public awareness campaigns:** Uber can launch public awareness campaigns to educate passengers about the impact of congestion and the benefits of shared transportation. By highlighting the advantages of using ride-sharing services to reduce traffic congestion and improve overall mobility, Uber can encourage behavior change among passengers.



By implementing these strategies, Uber Bangladesh can contribute to reducing traffic congestion and improving the overall transportation infrastructure in the country. It is important for Uber to collaborate with local stakeholders, leverage technology, and actively participate in initiatives aimed at creating a more efficient and sustainable transportation system.

d) To overcome the availability challenges of vehicles during peak hours for Uber Bangladesh, several strategies can be employed:

- **Driver Incentives:** Uber can offer attractive incentives to drivers who are willing to work during peak hours. This can include higher earnings per trip, bonuses for completing a certain number of trips during peak hours, or guaranteed earnings during specific time periods.
- **Driver Recruitment and Onboarding:** Uber can focus on recruiting and onboarding more drivers to increase the overall supply of vehicles. This can involve targeted marketing campaigns, referral programs, and streamlined driver registration processes.
- **Predictive Analytics:** By analyzing historical data, Uber can identify patterns and predict high-demand periods in advance. This allows them to proactively allocate resources, such as sending notifications to drivers, to ensure an adequate supply of vehicles during peak hours.
- **Partnerships with Vehicle Rental Services:** Uber can establish partnerships with vehicle rental services or car leasing companies to provide additional vehicles specifically for peak hours. This can help supplement the existing fleet and ensure a higher availability of vehicles during periods of high demand.
- **User Incentives for Off-Peak Travel:** Uber can encourage riders to consider traveling during off-peak hours by offering incentives such as discounted fares or loyalty rewards. This can help distribute the demand more evenly throughout the day and reduce pressure on peak hours.

By implementing these strategies, Uber Bangladesh can overcome the challenges of vehicle availability during peak hours and ensure a reliable and efficient ride-hailing service for its customers.

e) To overcome challenges in the payment system for Uber Bangladesh, the following strategies can be implemented:

- **In-App Wallet:** Introduce an in-app wallet system where riders can add funds to their Uber account and use them for rides. This can simplify the payment process and



provide a convenient and quick way to pay for trips without the need for frequent card or cash transactions.

- **Partnerships with Financial Institutions:** Collaborate with banks and financial institutions to offer exclusive discounts or cashback incentives for using their payment services. This can encourage riders to link their bank accounts or cards to the Uber app and streamline the payment process.

By implementing these strategies, Uber Bangladesh can ensure a secure, convenient, and user-friendly payment system that meets the needs of its riders and contributes to a positive overall experience.

5.3 Conclusion

In conclusion, in terms of the study on operational consultant for Uber Bangladesh, several key areas of focus have been identified to address challenges and improve the overall operations of the ride-hailing service. The availability of vehicles during peak hours has been a significant challenge, requiring strategies such as driver incentives, surge pricing, driver recruitment, and dynamic dispatching to ensure an adequate supply of vehicles when demand is high. Additionally, partnering with vehicle rental services and implementing predictive analytics can contribute to better resource allocation and planning.

Regarding the payment system, the implementation of multiple payment options, seamless integration with local payment systems, and the introduction of an in-app wallet can enhance convenience and cater to the diverse preferences of riders. Ensuring a secure payment infrastructure, transparent fare calculations, and efficient refund and dispute resolution processes are crucial for maintaining trust and resolving payment-related issues promptly.

Continuous improvement, feedback collection, and partnerships with financial institutions contribute to ongoing enhancements in the operations and payment systems of Uber Bangladesh. By addressing these areas, Uber can provide a reliable, efficient, and user-friendly ride-hailing service that meets the needs of both riders and drivers in Bangladesh's unique market.



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