An Evaluation of the Marketing Activities of UBER, Bangladesh: A Study on Dhaka

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To

Professor Dr. Mohammed Masum Iqbal, PhD

Department of Business Administration
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Subject: Submission of final report on "An Evaluation of the Marketing Activities of UBER, Bangladesh: A Study on Dhaka."

Dear Sir,

With due respect and very much delighted to submit this internship report titled "An Evaluation of the Marketing Activities of UBER, Bangladesh: A Study on Dhaka".

This report is prepared from own knowledge. It was an amazing experience to preparing this report. Here attested that, this is the original document and no duplicate work will found. It is such a great opportunity and a lot of knowledge gained while preparing this report.

Therefore, pray and hope that you would be kind enough to accepting this report and oblige thereby.

Sincerely yours,

Noor Mohammad
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Student Declaration

This is Noor Mohammad, ID: 213-14-329, MBA (regular) in marketing, attested that the study of the report entitled "An Evaluation of the Marketing Activities of UBER, Bangladesh: A Study on Dhaka." Is unprecedentedly prepared by me after the research on UBER, Bangladesh from various sources. Under the guidance of Professor Dr. Mohammed Masum Iqbal, PhD, dean of Department of Business Administration under faculty of Business and Entrepreneurship of Daffodil International University. This is for the accomplishment of MBA program major in marketing from Daffodil International University, Bangladesh.

Therefore, the study is only prepared for MBA's academic requirement; not for any other purpose. It has not been use in any other places and will not be use in any other purposes.

Sincerely yours,

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Certificate of Approval

This is to certify that the internship report entitled "An Evaluation of the Marketing Activities of UBER, Bangladesh: A Study on Dhaka" is prepared by Noor Mohammad, ID: 213-14-329, as a requirement of the MBA program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

_____

Professor Dr. Mohammed Masum Iqbal, PhD

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

At the very beginning, expressing high level of gratitude to Almighty Allah (SWT) for give the proper sane and physical caliber, opportunity and academic succeed to prepare this report. For the reason of Allah has given me strength and peace to complete the whole report within the planned time.

Showing the proper gratitude to the honorable supervisor, Professor Dr. Mohammed Masum Iqbal, PhD, Dean of Department of Business Administration under Faculty of Business and Entrepreneurship of Daffodil International University. whose proper guidelines, supports and advices was great line for me to preparing this report. This report is based on Marketing study of UBER, Bangladesh.

Here expressing very much thankful gesture to Daffodil International University for giving the tremendous opportunity for study and complete the Master of Business Administration program with practical lesson and give proper wisdom.

Acknowledge that, full gratitude to the authors, writers of diverse published articles and general people that is mentioned in the references section that helped me to finishing this internship report paper directly and indirectly.

Executive Summary

This report contains a study and information gathered on "An Evaluation of the Marketing Activities of UBER, Bangladesh: A Study on Dhaka." Both primary and secondary data source was used in the study to prepare the report and find out some problems, analyze them and give proper recommendations to solve the problems.

This report also contains overview of UBER technologies of Bangladesh and its products and services. Like: Transportation, ride sharing, Uber Eats, UBER Freight. They care about both parties of their clients including driver and the passenger in general. They have committed, UBER safety is crucial whether peoples are driving or in the backseat. Moreover, the unique policies are shown there. SWOT analysis method were used to analyze the company. The SWOT analysis shows UBER unique strengths which makes it greater than other. Which are; adaptive nature, market positioning, comfortable and low price then other and brand recognition. Weakness are it depends on internet and manpower. UBER has some great opportunities and also had some internal and external threats which they need to fix up in order to stay in business.

Also the study shows how UBER, Bangladesh promote their business as being a non-national company. How they run various marketing promotional campaign to gather the customers. However, the study found some recommendations those are UBER, Bangladesh needs to ensure sufficient number of active vehicles to smooth operation in Dhaka city. To achieve more customer satisfaction and avoid nonprofessional drivers, they should arrange more training and development sessions, make efficient pricing strategies, recommendation is on cancel the term "Cancellation fee", make a proper and effective rule that no driver will demand for a tip money if the customer will give them. They should also fix the maps Api to smooth maps service. UBER should focus on drivers to retain them, minimize driver account hold and ban policy, and show a valid reason before extra cut of money from drivers.

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Chapter – One: Introduction

1. Introduction

The tradition transportation service was disappeared in 2009 by an US organization called UBER. It invented a new marketing model for ridesharing industry. It is online based ridesharing company. UBER Technologies, Inc. was founded in 2009 and founded in San Francisco. UBER is the one of the largest ridesharing company. A ride-hailing service, also known as a ride-sharing company, transportation network company, or The company, whose vehicles are referred to as app-taxis or e-taxis, matches passengers with drivers via websites and mobile apps of vehicles for hire that, in contrast to taxicabs, cannot be legally hailed from the street. UBER operates in 785 metropolitan areas worldwide. Their mobile apps and websites provide access to their platforms. It is estimated that UBER will have 110 million users worldwide in 2019, and the company holds a market share of 69.0% for passenger transportation in the United States. On November 22, 2016, UBER began its journey to Bangladesh. UBER has successfully serve in city and metro area with Bike and taxi service. They initiate the various brand awareness to grab the attention of existing and earn new customer. They are creating huge amount of campaign to make it trend.

1.1. Background of the Study

As a mandatory rules every students of MBA program of Daffodil International University has to prepare the report to complete the degree. The study concentrated on Uber, Bangladesh: study on Dhaka city. This report is based on knowing the overall marketing activates and performance of UBER also showed problems that are identified and recommendations based on the problems identified.

1.2. Origin of the Study

To fulfill of an MBA degree this internship report is made upon the requisite of Daffodil International University. This is the sole paper work which is assembled on the basis of knowledge on UBER, Bangladesh.

1.3. Objectives of the Study

The objectives of the study are following.

- To identify the marketing strategies of UBER, Bangladesh;
- To analyze the marketing mix of UBER, Bangladesh;
- To make a SWOT analysis on UBER, Bangladesh;
- To identify the problems related to the marketing activities of UBER in Dhaka;
- To make some recommendations to resolve the problems;

1.4. Research Methodology

An appropriate methodology is always essential for a successful accomplishment of the study. To gather the information, the data sources were identified and collected, to analyzed, to be classified and presented in a systematic manner. Data has been collected from two types of sources;

- Primary data
- Secondary data

1.4.1 Sources of Primary Data

- Informal meeting with an ex-employee Mr. Amimul Hasan.
- Personal perception.
- Passenger Feedback (Face to face, Survey Interview question)
- Driver opinion.

1.4.2 Sources of Secondary Data

- UBER Web portal
- UBER Apps
- Broadcast media
- Newspapers, and Blog articles
- Social Network

1.4.3 Method of Data Collection

Face to face interview, online survey questionnaires, UBER Bangladesh Website. However, the basic data collections are occurred by two ways.

1.4.4 Study Population: Passenger

- Passenger of UBER in Dhaka city.

1.4.5 Sample Size

Due to very specific to prepare the study 10 samples of respondents were collected that is a standard size to make a report.

1.4.6 Sampling Method

To prepare the report here used convenience sampling method.

1.4.7 Limitations of the Study

- **Lack of time:** The duration of the study was very short. That is why unable to show more amount of information. Nevertheless, there is added enough information to complete the report.

- **Lack of Knowledge:** There is no proper channel to gather the accurate marketing data. Some promotions and offers are for one time that is why it cannot be gather.

- **Organization privacy policy:** The organization has some privacy policy. Before it appears on live it cannot be mentioned. So here for their privacy policy some data are missing. Uber do not update their portal on daily basis.

Chapter – Two: Overview of Company

2. Overview of the Company

Bangladesh is one of the world's largest motor service markets for UBER.

On November 22, 2016 UBER has registered their service in Bangladesh. From then UBER is here in Dhaka. This is the one of the best transport service provider in Bangladesh. They have very flawless service. UBER has been serving for 7 years in Dhaka. The tradition transportation service was disappeared in 2009 by an American private hiring organization called UBER Technologies Inc. It invented a new marketing model for ridesharing industry. It is an online based ridesharing company. UBER is one of the largest ridesharing company in the world. UBER is one of the few technology companies in the world with a market cap of over $50 billion. It has operations in approximately 72 countries and 10,500 cities. UBER is becoming a new means of transportation with luxurious amenities.

2.1. Profile of UBER, Bangladesh

Organization	UBER Technologies
Industry	Ridesharing, Transportation
Founder	Travis Kalanick, Garrett Camp
Founded	March, 2009
Headquarter	San Francisco, California, USA
Entry in Bangladesh	November, 22, 2016
HQ in Bangladesh	Sector 12, Uttara, Dhaka, Bangladesh
Portal	UBER.com/bd/
Motto	We reimagine the way the world moves for the better.

Board of Directors and C-level personnel of UBER Technologies.

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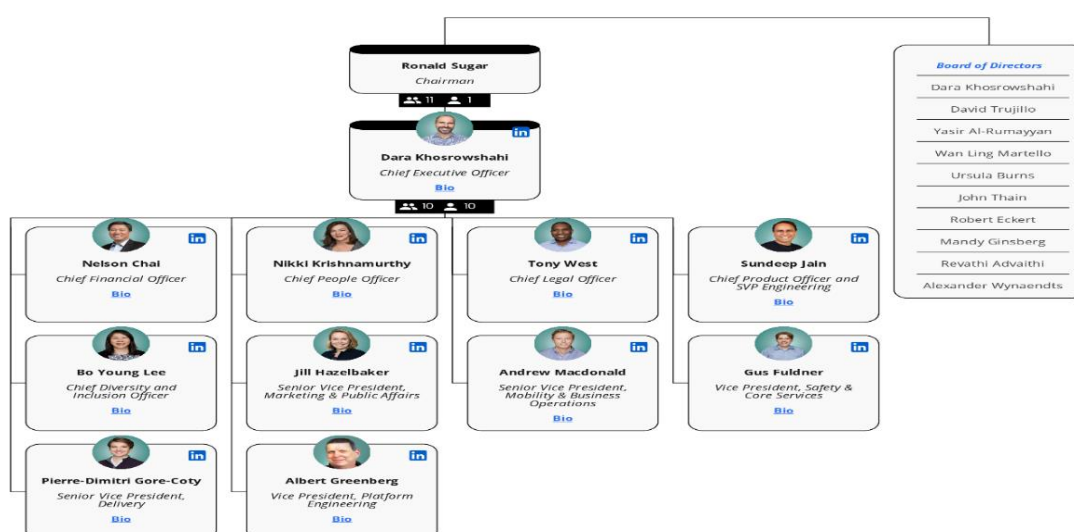
2.1.2 Founder of UBER

Travis Cordell Kalanick is an American businessman best known as the co-founder and former chief executive officer of UBER. In December 2019, Kalanick sold his final stake and stepped down from the company's board of directors to "focus on his new business and philanthropic endeavors," he wrote in a statement. From his UBER stock alone, Kalanick has made more than $2.5 billion. Kalanick, who co-founded ride-hailing company UBER in 2009, stepped down as CEO in June 2017 and left the board on December 31, 2019.

2.2.   Mission and Vision of UBER

2.2.1 Mission

Mission of UBER is **"We reimagine the way the world moves for the better".** We are UBER. The go-getters. Their mission is to provide a reliable transportation service for peoples of all over the world. Tech company UBER connects the physical and digital worlds to make things happen at the touch of a button. Because UBER believes in a world where movement is accessible. And whatever your gender, race, religion, ability or sexual orientation, UBER protects your right to move and earn a freely and without fear. UBER wants to help people go anywhere and get anything.

2.2.2 Core Vision of UBER

At UBER they are reimagining the way the world moves for the better. UBER is helping people go anywhere and get anything. And they do it on a global scale, at the speed of now and future.

It's a big task, with endless reproducibility. As UBER's mission has become clearly visible over the past few years, UBER has understood what it takes to succeed. For this reason, UBER has updated its cultural values to better reflect what it feels like to work at UBER today and the mindset it all needs to deliver on its ambitious mission.

2.2.3 Core Competencies

For the first time ever, smartphone maps, GPS tracking systems, smartphone payments, or even rating and feedback programs are not discovered. But is it really a well-planned

set of these technologies that have created consumer interest in the cloud; An interface where multiple programs can work together to perform a function.

2.2.4 Different types of Services

UBER is a revaluation for transportation business. They offer High end, Low end and mid-range price of its motor services. They have so many services for different types of peoples. In the basis of economical segment. It has mid-level auto service and Luxurious service.

2.2.5 Customer Value

Now people can bid their rent and select the vehicle. So it is fair enough according to the customers' perspective. UBER offer high value of its clients. They have very reasonable price of fare according to them.

2.2.6 Commitments of UBER

UBER has committed to their clients about best service. And they also say. Safety is important to all. Even if one is in the backseat or behind the wheel. That is why UBER is continuously developing their new technologies and build strategies to make sure millions of drivers are riding safely. UBER said, Safe rides, Safer cities.

Chapter – Three: Marketing Strategy

3. Marketing Strategies

A solution to a problem. UBER was solved the problem like this in the picture. Hailing a taxi in harsh weather is quite bad. UBER offers hail a car from smartphones.

The founders of UBER saw an unmet need and came up with an innovative new way to fill it. Sure, taxis have been around for decades, but the problem is the process of calling one. There is nothing more enjoyable than standing in the rain or snow waiting for a taxi. UBER founder Travis Kalanaick saw the problem and created a new way to solve it with a single solution: allows users to call a taxi from their smartphone.

3.1. Segmentation Strategy of UBER

A marketing segmentation strategy helps identify which customers you can build a relationship with, how to group them together, and what marketing actions to take to best reach your target market. Creating personalized experiences tailored to customers leads to higher retention rates and more targeted marketing campaigns.

Uber uses multi-segment positioning and thus targets multiple customer segments with varying levels of service. The ride-sharing giant offers budget services like Uber X, Uber XI, and Uber Pool to cost-conscious customers. At the same time, Uber PREMIUM, which includes a fleet of stylish cars, is for customers who don't mind to pay more.

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3.1.2 Targeting Blueprint

Different types of targeting strategies are used by UBER concerning the customers' benefit. They always try to keep the clients by using discount, first ride free offer, various anniversary, voucher and utilize the offer and increase their own profits by upselling. They use "cost cutting differentiation" for the reason of very few structure of UBER ride organization, there is enormous pricing advantage to the passenger when they analyze and compare UBER Auto or UBER Moto with Other public or private transport. Based on the distance of destination. User will get the points based on their use of ride.

3.1.3 High Level of User Convenience

UBER has taken an initiative to retain their customer here first ride of customer get an elegant amount of discount. Client doesn't need to wait in line and no need to think for cash UBER accept digital payment, so they don't need to worry. Customer can tap and "Request" then track the vehicle and have to wait for the notification that his/her driver are "arriving now".

3.1.4 Cost Saving Strategy

According to them Uber always think for their customers. So they continuously developing new and valid technology. They use "Google Map Api" to ensure the best service and take fair fare.

3.1.5 Positioning Strategy

UBER use pricing positioning strategy to keep their customer and make them happy. UBER set the price range of different segment of people by analyzing the country's economy. Because of day to day traveling need huge cost. So UBER remains cost effective for their customers. They assurance that they have **dynamic pricing algorithm.** it adjusts the rate of fare price based on the distances, traffic situation on the route. But when route is busy due to heavy traffic the price will be increase sometimes.

3.2.1 Distribution strategy

UBER has a large distribution channel to operate a smooth operation in various metros and popular cities. Having more drivers will reduce the wait times. Uber is now available in 8 divisions and 20 big cities of Bangladesh.

3.2.2 Marketing implementation

Implementation is vital in every business. Sometime more important than planning. Accomplishing the best marketing strategy is implement the strategy. Marketing manager make decisions about target market segments, pricing, promoting and distributing. Brand manager make decisions about branding and brand.

3.2.3 Campaign strategy

Every business has an ultimate goal that is keeping customer and giving the value, priority based on their point or service receive. How the customer aware about the service, how they know, how they perceive the value of brand. Organization strategy of storytelling about brand. Making TVC, OVC, film, Newspaper bulletin. advertisement, viral marketing strategy, guerrilla marketing, and various campaign. How the company reached to the customer is all about the campaign strategy. Uber marketing strategy integrates print and media advertising, events and experiences, public relations, sales promotions, and others. Work with other companies like restaurants, hotels. They are active on other occasions like Ramadan, Eid, Victory day, Valentine day and etc. Especially, Uber marketing strategy is mainly based on the word-of-mouth.

Uber advertises its promotional activities on their website and blog pages. Uber offers special promotions to provide discounts. Credit balance can be checked easily. UBER use influencer marketing strategy to get a huge range of customer.

Second portion of the offer avails for driver and rider. UBER, Bangladesh offer new driver enormous sign-up bonus that worth hundreds of Taka (BDT). To avail these offers driver has to complete some tasks. For personal selling, Uber uses its semi to luxury transportations to allow the customer to feel comfortable using their services, in addition continuing to use the service. In this way try to retain their customers and driver.

3.2.4 UBER Digital Marketing Strategy

- **Word of Mouth**
- **Word of Social Media**
- **Go big or Go Home**
- **Conversation Starter**
- **Designed for Comfort**
- **Referral Program**
- **Loyalty Program**

- **Word of Mouth:**

Word of mouth means the voice of stakeholder of the service to get new or lost the existing customers. UBER has a great impression to attract the customer. Most of their promotion standing on the matter of word of mouth. Customers are their active brand promoter.

- **Word of Social Media:**

This the technique that is similar with word of mouth but in digital media. That is word of social media user. They are actively reviewing and left a comment on UBER experience of own or their friends, family, acquaintances. This is the free promotion portion of UBER technologies.

- **Go Big or Go Home:**

UBER wants to assurance that best service for all. So they make it like they have great service and if anyone wants to go out and want to take a good vibe in the meantime of travel they can use UBER service. Go home it is a term of copywriting to make a good funny word but not creepy.

- **Conversation Starter:**

Uber was able to make bridge the and able to eliminate the gap between driver and customer. Both parties are able to communicate before having a ride. If their conditions are match they can go for next. Customer can give a review and rating according to the service and based on the performance of the cap or motor driver. Customer can able to see the previous rating of drivers'. Check the car number and other useful details to

ensure the safe ride and verify the person is real. Driver will get other lawful support for UBER office regarding the ride.

- **Designed for Comfort:**

UBER is launched the service to make the life easier. Drivers are found a new job and making decent money with that. UBER provides a stress free and clean and great service. Customer can able to choose the service from UBER out of five services. They can take a hustle free and safe ride. They can take budget friendly car or motorcycle vs luxurious ride. UBER has make the cars more stylish and luxurious. It has budget friendly small car or luxurious and premium cars to pick up.

i. UBER X   ii. UBER Premium

iii. UBER XL   iv. UBER Moto.   v. UBER HIRE

- **Referral Program:**

UBER has the referral program for the drivers'. If any new driver is registered with refer of an existing driver. Then at the certain time and condition later referee drive will get a good point and get extra money from the referral program.

Customers are getting some benefit under this program. If they can add new customer, then UBER will give a discount and point for future ride. But some condition may apply.

- **Loyalty program:**

UBER is an USA based multi-national ride sharing, and multi billion company. They want to make the customer and driver happy. When a customer completes a hundred. ride then customer will get privilege to access the highest rated driver along with other benefit. UBER drivers are also getting benefit under the loyalty program. After certain km they will get the premium service along with other existing services.

3.3 Marketing Mix Strategy

The marketing mix is the set of controllable, tactical marketing tools that a company uses to produce a desired response from its target market. It consists of everything that a company can do to influence demand for its product. It is also a tool to help marketing planning and execution.

There are 4 four types of Marketing Mix in general. These are:

- Product
- Price
- Place
- Promotion

3.3.1 Product

Basically product is referring to service and goods of an organization offer for its target customer. Here UBER come out with a great solution. Here is UBER ride offering various types of services.

Product includes 8 elements.

    a) Variety

    b) Quality

    c) Design

d) Features

e) Brand

f) Name

g) Packaging

h) Services

Different types of products are offered by UBER.

- **UBER ride**
- **UBER eats**
- **Earning with UBER**
- **UBER logistics**

UBER's core product is UBER ride sharing service. They have come out with great solution of some problems. These are:

- **UBER ride:** It offer ride hailing service. Go big or go home. Intercity travel service.

- **UBER eats:** Are you feel hungry, but don't want to go restaurants just get in Uber eat apps and just place you order you will get the food in your door in a few minutes.

- **Earning with UBER:** Uber ride driver, Eats rider, Restaurants, other delivery service provider earning a handsome amount of money.

- **UBER logistics:** Uber Freight is helping carriers and shippers move in a new direction to reach their goals. Uber Freight is an app that matches carriers with shippers. Carriers can just tap a button and instantly book a load, and the price you see is the price you get. No more back-and-forth negotiations. Loads on UBER app are exclusive for them through their contracts with shippers.

- **UBER X:** UBER X is for anyone who is looking for take a budget friendly ride with UBER. Simply wants to sit back. Choose UBER X when booking a ride, and go places in the comfort of a sedan. Fully air – conditioned, four seater sedans available at your doorstep at the tap of a button. UBER taking all the cars 1991 to 2005 Models are going to UBER X.

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- **UBER Premium:** Dhaka, PREMIER has been crafted for you, with your feedback, and incorporating everything you've appreciated in your rides with us and our driver-partners. All the sedan cars 2006 to Above Model are goes to PREMIER

- **UBER XL:** In UBER XL cars fits a group of 6 riders (or extra luggage) comfortably. Here the category of UBER XL cars.

a. Toyota Highlander.

b. Dodge Grand Caravan.   c. Dodge Durango.   d. Ford Explorer.

e. GMC Acadia.   f. Hyundai Santa Fe.   g Toyota Sienna.

UBER Moto: All the motorcycle goes in this criteria. Cricketer and Member of parliament Mashrafe Bin Mortaza take first ride in Dhaka city as an ambassador.

- **UBER HIRE:** For the busy people who are usually ride daily basis. UBER introduce UBER Hire for them to go with long term contract.

3.3.2 Price

Price is an exchangeable value of service. UBER has base fare chart.

MOTO Pricing:
- Base fare: Tk 30
- Per KM: Tk 12
- Per Minute: Tk 1

Pricing for PREMIER
- Base Fare: Tk 80
- Per KM: Tk 22
- Per Minute: Tk 3

Pricing for UBER X
- Base Fare: Tk 40
- Per KM: Tk 18
- Per Minute: Tk 3

Pricing for UBER XL
- Base Fare: 100 BDT
- Per KM: 32
- BDT Per Minute: 5 BDT

Pricing for UBER Hire

Fare Breakdown:	HIRE X	HIRE PREMIER
Minimum Fare (1HR or 10KMs):	419BDT	499BDT
Additional Charges per/m (after exceeding)	3.5BDT	4BDT
Additional Charges per Km (exceeding distance)	18BDT	22BDT

3.3.3 Place

Place is a physical location for business. It is most important to succeed. Uber has business in worldwide. They have chosen place that has high value. Despite this some place of universe they have closed their operation due to failure and loss of profit margin. In Bangladesh UBER has launched their operation in very few big cities.

UBER services are currently available in:

Dhaka city, Mymensingh, Rangpur, Chittagong, Jessore, Camilla, Neelfamari, Murvibazar, Sreemangal, Feni, Khulna, Dinajpur and Cox's Bazar. To showcase the appeal of urban, rideshare mobility at the push of a button across the country, UBER recently launched Moto in his 19th and his 20th cities, Gazipur and Natore respectively. With the addition of these two cities, UBER Moto will be available in all 20 cities. UBERX in 5 cities, UBER Premier in 1 city, UBERCNG in 3 cities, Rental in 3 cities, Intercity in 4 cities and UBER XL in 2 cities. Now available.
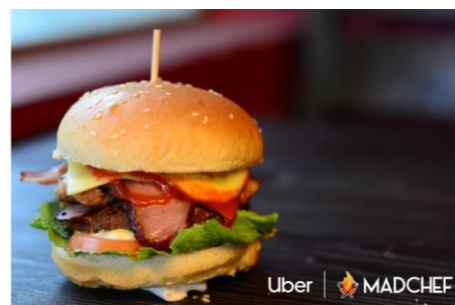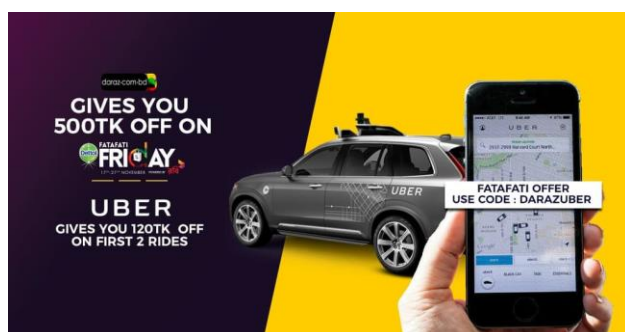
3.3.4 Promotion:

Promotions refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

Promotion includes:

- Advertising
- Personal selling
- Sales promotion
- Public relations

Uber marketing strategy integrates print and media advertising, events and experiences, public relations, sales promotions, and others. Work with other company like restaurants, hotel. They are active on other occasions like Ramadan, Eid, Victory day,

Valentine day and etc. Especially, Uber marketing strategy is mainly based on the word-of-mouth.

Uber advertises its promotional activities on their website and blog pages. Uber offers special promotions to provide discounts. To apply a promotional discount on travel fares, a promotional code must be used. Valid promotional codes are automatically

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applied in reverse order. The most recently added promotional code will be applied to the current or next trip. Credit balance can be checked easily.

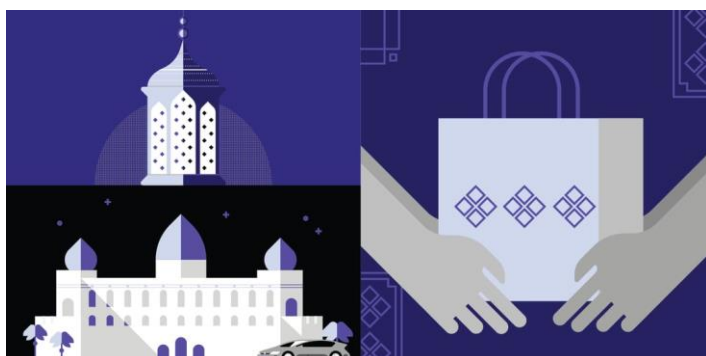They use celebrity indorsement to attract the customer, they contract with Mashrafe Bin Mortaza and Shakib Al hasan. They actively promote their service on television news.

Campaign: Get 10% off on your orders from MeenaClick, With code UBERCLICK.

Campaign: Dhaka, Your Uber happy hours are arriving now: ride for less on UberX.

Campaign: On Ramadan, On Eid they have special offer. #uberIFTAR.

3.4 SWOT analysis on UBER

SWOT Analysis helps us to identify any organization's Strengths, Weaknesses, Opportunities, and Threats.

- Strength
- Weakness
- Opportunity
- Threat

3.4.1 Strengths

1. UBER Market Position:

UBER Technologies Inc. is an American private hiring organization headquarters in San Francisco, California, USA with operations in more than 500 of its cities worldwide. In Bangladesh it is not a first come but fast mover service. Effective strategy and developing nature is power of UBER so it is very popular in Bangladeshi elegant peoples and students.

1. Largest Ride Sharing Technology:

UBER is second largest ride sharing company in Bangladesh.

2. Strong Brand Recognition:

Uber is multinational USA private company. It has a strong brand recognition in all over the world. In Bangladesh it has good impression and good range of market share condition. Most of Bangladeshi recognize the symbol, logo, color, tunes of UBER.

3. Dynamic Pricing Strategy:

It has great pricing strategy based on destination, traffic condition, status of service. Pricing strategy is unique and up to the mark.

4. Adaptive Nature:

UBER is a USA multinational company, nevertheless It has very adaptive nature and it continuously running its operation in other countries very well. Example: Bangladesh.

6. Low price compare to other:

UBER was able to build a pricing strategy to remain in market. They offer discount and other bonus. Customers are happy with UBER's service.

8. Customer to Driver Interaction:

UBER is taking care and always thinking about driver and customer to smoothing their operation.

3.4.2 Weakness

- **Highly Depending on Manpower:**

UBER rider are the face of company. And company's image and reputation depends on driver nature, behavior. UBER needs to arrange good training session to make good impression.

- **Depending on Internet:**

UBER is highly depending on internet connectivity. Bangladesh internet price is high and connectivity is not stable.

- **Low Digital Knowledge:**

Bangladesh is in digital era. But most of the person don't know how to use the Apps and internet.

3.4.3 Opportunities

- **Customer dissatisfaction:**

Customers are dissatisfied with local transport and huge population needs huge bus or taxi or motorcycle. UBER was taken this into their account and make a robust entry in the transportation market of Bangladesh.

- **Increasing the digital penetration:**

Bangladesh is a developing country. Increase of mobile and internet user UBER has a good opportunity to capture the country.

- **Special services:**

Emergency and special service is available. Traffic condition is very bad so people prefer to use UBER and other Apps related services.

3.4.4 Threats

- **Government unclear regulation:**

BRTA has always change their policy. Police are pooling bike and taxi with and without reason. UBER are facing big problem. They need to cope up this.

- **Customer retention:**

As competition rise there are other ride sharing service are doing really great. Existing customers are switching and move for other service.

- **Competitors:**

Nowadays, local or international or multinational business has huge competition. UBER facing huge completion every single business hour. Bangladesh has own some of the brands. They are doing really great and UBER cannot cope up with this. As a result, UBER is failing in some of the portion.

- **Driver are switching:**

There is so many ride sharing companies. So, other companies are actively making new awareness or offering new opportunities for the existing drivers or new driver. Here so many drivers are switching every business day.

- **Employee retention:**

In the time of huge competition UBER has to maintain the good relationship with its employee. They have to keep eye on payroll, incentive, as well as other benefits. Employee is resigning due to get a better opportunity. So UBER has to maintain and developing the new strategies for retain the employee. Uber's retention score is rated an A+ by 486 employees.

Chapter – Four: Problems, Recommendations and Conclusion

4.1 Problems identified

The following problems related to the study of UBER, Bangladesh were observed.

➢ If anyone wants to take a trip then he has to wait for the vehicle, for the reason of insufficient vehicle.

➢ UBER, Bangladesh has so many unprofessional manner-less driver in Dhaka city they are actively scene creating with old citizens and girls. Some crime incidents are occurring due to bad driver.

➢ After successful transaction some of the customers facing a big problem. They got notification in the "app" some payable remain which they need to pay. Albeit, already they made the deal done.

➢ UBER demands extra fine money from the customers' if they cancel the ride 3 times. UBER takes 30-taka cancellation fee. It is sometime unfair. For unavailability of vehicle passengers has to cancel the trip but UBER demands extra fine, this is unfair at all.

➢ Sometimes in the middle of the trip the actual fare of a passenger automatically increases without a valid reason. The fare price 130-taka reach to 180 taka. which is detrimental to the future.

➢ Due to amiss service of call center; customer and driver has to suffer in a big scale. So UBER, Bangladesh has to look after this. Drivers are facing problem to connect with helpline and passenger also facing the same problem.

➢ Without picking the passenger some of the drivers are mark the trip as joined and some other make it done without complete the trip.

➢ UBER apps has some problems. error of map because they use third party maps api.

➢ The driver demands for a bonus after the trip over. Some of the drivers are not willing to pay extra small money to customers'. The driver excuses that they don't have extra money to pay.

➢ UBER is highly depending on internet connectivity and smartphone. Internet price of Bangladesh is costly and connectivity is not sable enough. Everyone doesn't have smartphone. This is one of the major problem of uber.

➢ Due to account hold/ban, drivers are switch to other ridesharing service.

4.2 Recommendations

The following recommendations are made to solve the problems;

➢ UBER, Bangladesh needs to ensure sufficient number of active vehicles to smooth operation in Dhaka city.

➢ UBER, Bangladesh should achieve more customer satisfaction and to avoid non-professional drivers and other unavoidable situations. UBER should arrange more training and development sessions to get the best output.

➢ They should make money regulatory rules. Customer is unsatisfied due to get the extra unnecessary payable. It is harmful and the result Uber will lose the customer.

➢ They should cancel the term "Cancellation fee". This is not fair at all they may lose the active customers. Business should be like gain the customers not taking the fine from customer.

➢ UBER needs to be aware and make proper rules to avoid passenger suffering due to increases of mid-trip fare. which is detrimental to the future.

➢ For customer and driver retention they have to make sure more customer satisfaction and have enough call center support.

➢ Without taking the passenger some of the driver are mark the trip as joined and other make it done. UBER has to develop the proper rule and regulation. UBER should control over this.

➢ Getting the best operation, they need to fix the maps Api or develop a need api in order to get smooth maps service.

➢ Make a proper and effective rules that no driver will demand for a tip money if the customer will give them then they could take it.

➢ Highly depending on internet and smartphone is a weakness of UBER. They need to fix it up and make a good impression. UBER can bring Bot call center/ride finder option for others who do not have own smartphone. Customer can call to the Bot call center then Bot will match the driver with passenger. Then driver will get the notification on phone and app also customer will get SMS and manual phone call.

➢ Drivers are key so they need to focus on drivers, minimize the account hold/ban policy to retain the driver.

4.3 Conclusions

After end of the study now reached to the final conclusion. Ride sharing or ride hailing service is a blessing for the transportation service nowadays. It is playing a vital role in our daily basis metro life. In the recent times, ride sharing service is not only a solution of transportation issue it is highly connected with people's wants and demand. It has effect on the country's economic growth.

There are so many ride sharing service exist in Bangladesh. They have developed their own techniques and policies to stay in the Bangladesh market and keep connection with the drivers and the customers. Albeit, it has facing challenges nowadays therefore they need more offers and development to conduct the smooth operation.

UBER, Bangladesh needs to ensure safety and insurance in order to get the customers. Diversify money management, digital payment is good but not good at all. Because of drivers wants money on time and get control over money. With digital payment it is not possible for them to get the money daily basis. So every ride sharing service has to look after this.

UBER, Bangladesh developed set of rules to conduct operation on the drivers and their customers'. Ever after having such policies some bad drivers are not obey the rules as a result UBER are losing the customers (passenger). The policy they need to develop that would be very precious for the company growth, drivers, customers. They need more training and development program to get the best result. The marketing should be based on this; No sexual harassment, Best driver, well know the best. Along with the Dhaka city they need the same policies for the other 19 cities of Bangladesh. UBER, Bangladesh is well prepared to meet the demand for a wide range of market in general. It has already developed goodwill around its customers and drivers. It has gain success in Bangladesh.

4.4 References

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