

# Uber Pricing Strategies and Marketing Communications



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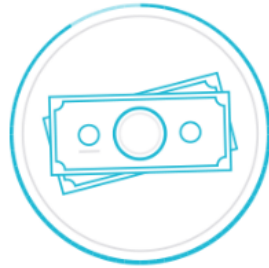
U B E R

EVERYONE'S PRIVATE DRIVER™

**Presentation by: Shannon Norris,  
Angel Montes, and Karina Mardirossian**

# Why Uber?

## WHY ARE PEOPLE CHOOSING TO DRIVE WITH UBER?



91%

"To earn more income to better support myself or my family."



85%

"To have more flexibility in my schedule and balance my work with my life and family."

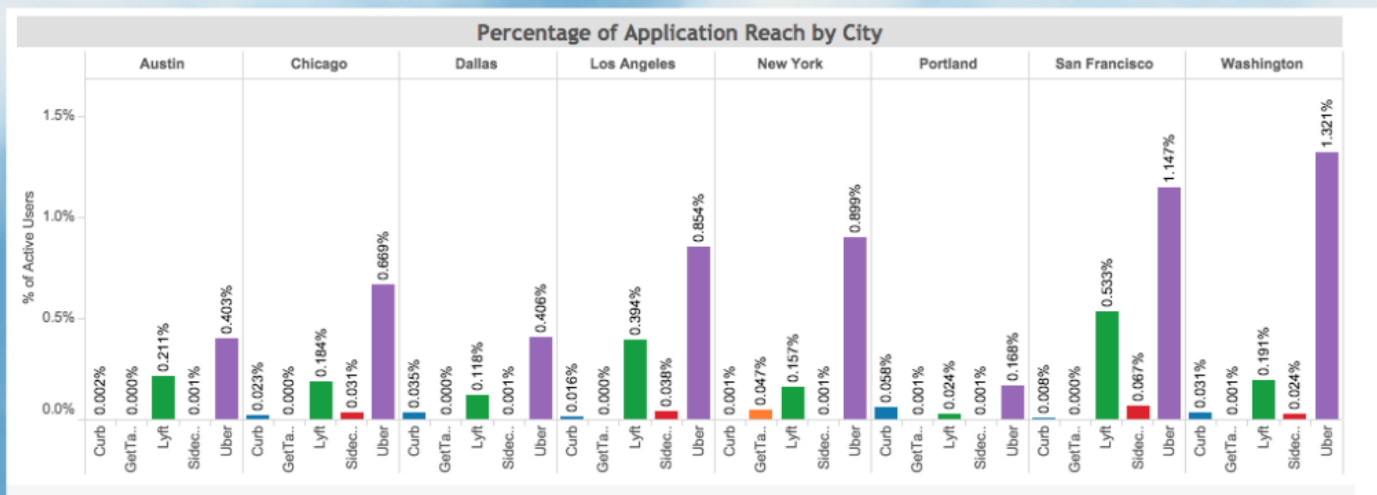


87%

"To be my own boss and set my own schedule."

(newsroom.uber.com)

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# Decision Situation

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- **Innovative Pricing Strategy:** use of algorithms developed by a data science team of nuclear physics, astro physics PhDs who base on supply and demand; 10% lower than Taxi fares
- **Surge pricing (Situational Pricing):** increase in fare prices during times when higher demand in car service (eg. during holidays).



# Decision Situation

- **Legislative Barriers:** Uber constantly faces backlash from the markets it enters.
- **Individuals vs. Employees:** Uber acts as a facilitator rather than an employer
- **Unfair competition:** Complaints from taxi companies about inadequate driver screening and training endangers customers.



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# We Recommend...Wi-Fi



*The Pew Research Center almost two-thirds of Americans have smart phones, “younger adults — 15% of Americans ages 18-29 are heavily dependent on a smartphone for online access”. 70 % of Uber users are between the ages of 16-34 (globalwebindex).*

- Driver's phone = hotspot
- Competitive advantage against Lyft.

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# We Also Recommend...

## A Panic Button

- Only 14% of Uber drivers are female
- Uber should add a panic button feature to their current mobile application
- The panic button would notify the police whenever a driver or passenger feels threatened
- Women and men who feel unsafe with ride-sharing and are not already users

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- **Help to convince governments that Uber is safe and help them to be more comfortable with allowing the ride-sharing service to operate in their jurisdictions.**
- **The panic button will be more cost effective for Uber**
- **Uber would need to upgrade current application [TheCaseSolutions.com](http://TheCaseSolutions.com)**