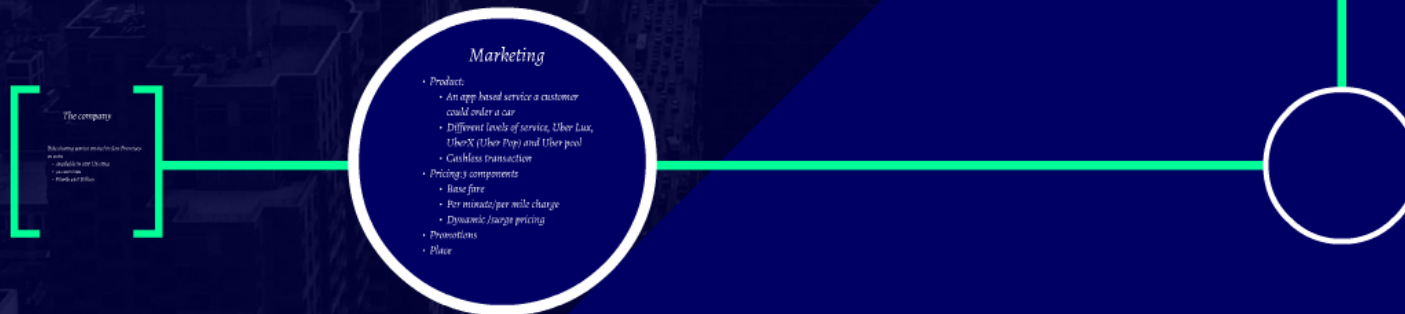


Uber Technologies Inc.

Global Strategies Local Challenges
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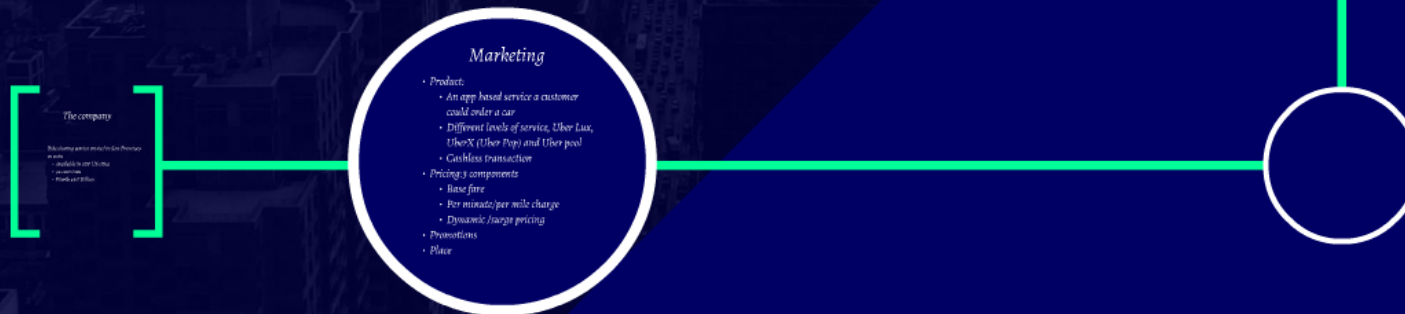
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The company

*Ride sharing service created in San Francisco
in 2010*

- Available in 200 US cities*
- 42 countries*
- Worth 49.5 Billion*

Marketing

- *Product:*
 - *An app based service a customer could order a car*
 - *Different levels of service, Uber Lux, UberX (Uber Pop) and Uber pool*
 - *Cashless transaction*
- *Pricing:3 components*
 - *Base fare*
 - *Per minute/per mile charge*
 - *Dynamic /surge pricing*
- *Promotions*
- *Place*

