

UBER

DISCUSSION QUESTIONS

1. How would you describe the business strategy of Uber?
2. Who are Uber's key stakeholders? What are their specific needs (as pertaining to their interactions with Uber)? How well is Uber meeting these needs?
3. What could Uber do for its employees that would increase the amount of value they receive by working with the firm without jeopardizing the Uber business model.
4. What are the key success factors in the ride hailing industry? How well does Uber do on each of these factors relative the typical taxi cab company (in a big city)?
5. Does Uber possess any tangible or intangible resources that give it a sustainable competitive advantage against Lyft? What are they?
6. Describe three different ways Uber can continue to grow. Evaluate them against each other on the basis of a) growth potential, b) profit potential, c) size of initial investment as well as ongoing investment, d) risk factors. Come to a recommendation about which one is best.
7. What are the major threats coming from trends in the external environment (industry, society, technology, economic, political/legal)? How might Uber address each of them?
8. If you had money you wanted to invest, would you invest it in Uber as of the time the case was written? Why or why not?