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UBER: CHANGING THE WAY THE WORLD MOVES



The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Middle Ages or early modern period. The scene shows a large harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. The city is built on a hillside overlooking the water, with numerous buildings, domes, and a prominent mosque with a tall minaret. The sky is filled with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 17th-century European landscape painting.

Introduction

The text entitled “Transforming the World – Changing the Way the World Moves” gives a rich insight into the company’s and unique value proposition as well as the threats and opportunities the company has faced and can expect in the future of the global transportation and mobility market. Uber has revolutionized how people see transport by using technology to provide rider to driver service access.

Disruptive Innovation

Uber has innovated the idea of the traditional taxi industry and that's why it is so successful. Through use of Smartphone app, Uber was able to balance supply and demand with much ease and clear sightedness. Through the dynamic pricing, the product was user-friendly and the driver base was relatively large which served as a benchmark that revamped the entire market.



Surrounding Expansion

However, Uber fledging organization encountered a number of prospects when transitioning to an international organization. Challenge of regulations, bargaining clash, and competitive threats from local rivals in different markets needed management responses.





Conclusion

This paper gives insight on through the utilization of technology and innovation, organizations like Uber can disrupt traditional industries. From the solutions offered in the case, it is clear that the notions of flexibility, sustainability and customers' orientation as major factors that can help a firm achieve long term success are underlined.



Resource

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