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Uber in China: Driving in the Gray Zone



Introduction

The "Uber in China: The "Driving in the Gray Zone" case focuses on the strategies that Uber pursued when attempting to enter the broadly defined Chinese market that was rife with regulatory and competitive threats. The major problem in china was that the regulatory structure remained ill-defined for companies such Uber.



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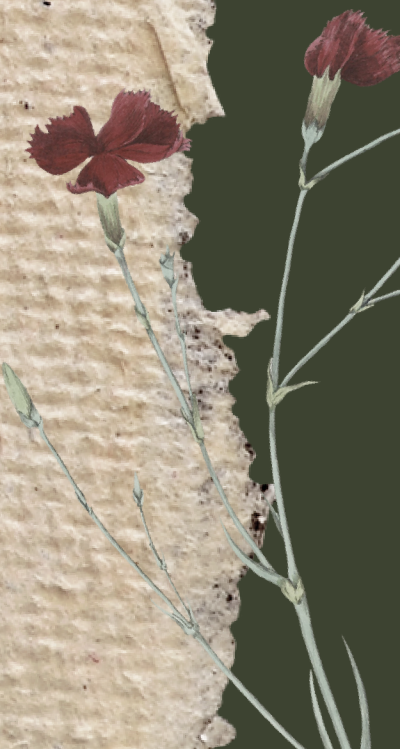
Uber's Strategies in China

To succeed in the Chinese environment, Uber followed a very different approach; it relied on massive investments from prominent market players, such as Baidu, and on studying the relevant local peculiarities very carefully. It also come up with high incentives to attract more drivers as well as riders through offering up to the next big competitor rivals.



Conclusion

Chinese market also showed that Uber does not cooperate with the authorities of the country with easy definite rules and competing with strong local players. The case therefore provides a good example of some of the deeper factors that are at play and the potential for having successful use of technology and good system environments when some of these factors are at play.



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