

A MINI PROJECT REPORT
ON

“A STUDY ON OLA AND UBER SERVICES IN BANGALORE CITY”

MINI PROJECT SUBMITTED IN FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF

MASTER OF BUSINESS ADMINISTRATION
FROM
BENGALURU CITY UNIVERSITY



SUBMITTED BY
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Reg No. MB206254

UNDER THE GUIDANCE OF
Prof. MOHAMMED ABDUL WAJID

ASST. PROFESSOR, AIMS



AL-AMEEN INSTITUTE OF MANAGEMENT STUDIES
AFFILIATED TO BENGALURU CITY UNIVERSITY

(2021-2022)



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This is to certify that this Project entitled "A STUDY ON OLA AND UBER SERVICES IN BANGALORE CITY" has been successfully completed by **SIDDIQ AHMED** of Reg. No. **MB206254** during the year **2021-22** and the report is submitted in partial fulfillment of the requirements for the award of the degree of "**Master of Business Administration**" as prescribed by the "**Bengaluru City University**" under the guidance of **Prof. MOHAMMED ABDUL WAJID**.

Place: Bangalore

Date:

Principal
Dr. BA Anuradha





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CERTIFICATE OF GUIDE

This is to certify that this Project entitled "A STUDY ON OLA AND UBER SERVICES IN BANGALORE CITY" Submitted by **SIDDIQ AHMED** bearing Reg. No. **MB206254** is an original work of the student and is being submitted in partial fulfillment of the requirement for the award of the degree of "**Master of Business Administration**" of "**Bengaluru City University**" under the guidance of **Prof. MOHAMMED ABDUL WAJID**. This report has not submitted earlier either to this university/ institution for the fulfillment of the requirement of a course of study.

Place: Bangalore

Date:

Guide's signature

Prof. Mohammed Abdul wajid



CERTIFICATE OF HEAD OF THE DEPARTMENT

This is to certify that this Mini Project Report is submitted by **SIDDIQ AHMED** is an original work of students and is submitted in partial fulfillment of the requirements for the award of the degree of “**Master of Business Administration**” of “**Bengaluru City University**” under the guidance of **Prof. MOHAMMED ABDUL WAJID**. This report has not submitted earlier either to this university/institution for the fulfillment of the requirement of the course study.

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Associate Prof.



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STUDENT DECLARATION

I hereby declare that the Project Report entitled **“A STUDY ON OLA AND UBER SERVICES IN BANGALORE CITY”** has been prepared by me under the supervision and guidance of **Prof. Mohammed Abdul Wajid**, during the year **2021-22** in a partial fulfillment of the university regulations for the award of the degree of **“Master of Business Administration”** by **“Bengaluru City University”**.

I further declare that this project is based on the original study undertaken by me and has not been submitted at any time to any university or institution for the award of any other degree or diploma.

Place: Bangalore

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ACKNOWLEDGEMENT

This Project has been a great learning experience in valuable source of knowledge and information for me, which was only possible through the guidance and help of some eminent people, to whom I would like to, render my deepest appreciation and regards.

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I am also thankful to **Bengaluru City University** for making this Mini Project a part of our curriculum. It has been a wonderful experience which has helped me gain knowledge and practical exposure in the process of the Mini Project.

Last but not the least I present my heartfelt thanks to my family, Friends and well-wishers for their help and support.

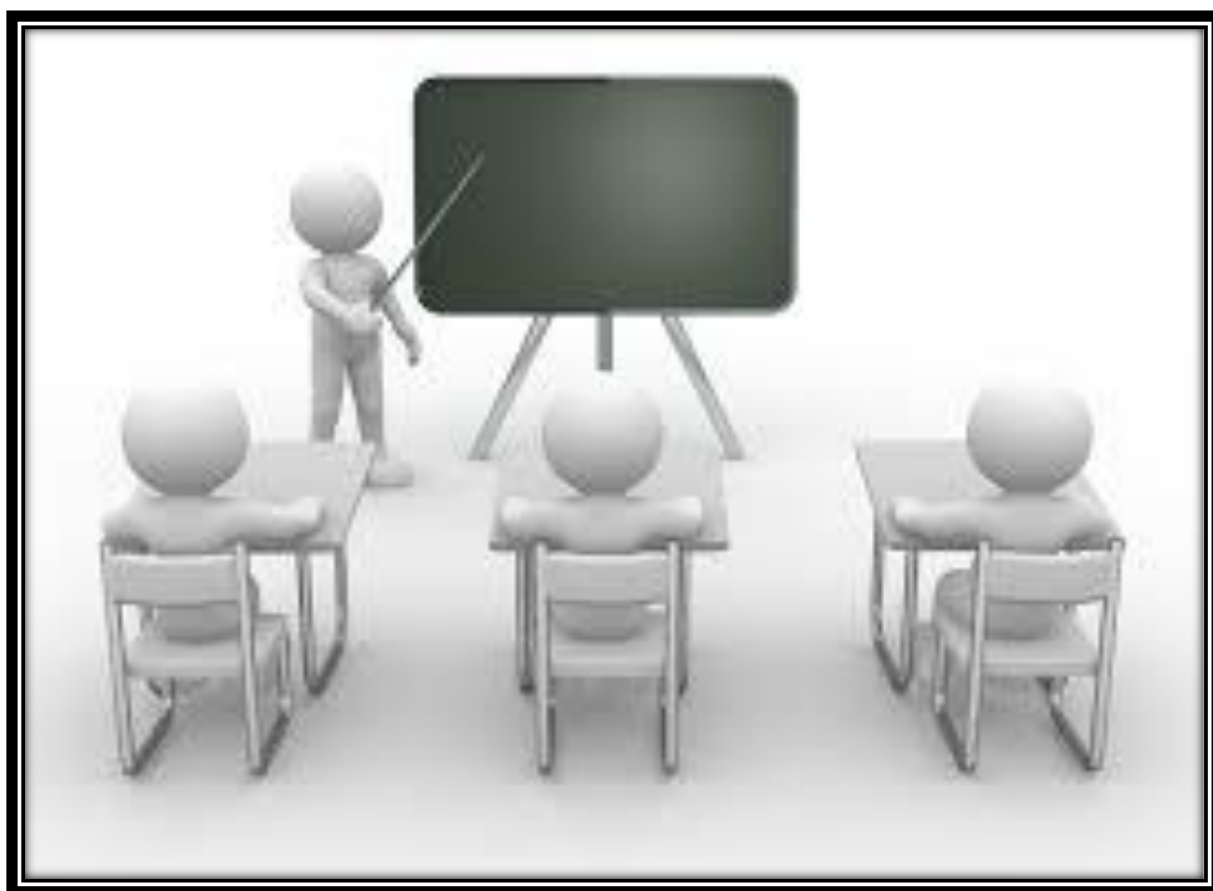
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CHAPTER – 1

INTRODUCTION



INTRODUCTION TO TAXI SERVICE INDUSTRY

A Major chunk of the population these days prefer residing in the urban areas owing to the wide range of amenities offered in metropolitan regions, such as improved career possibilities, better educational infrastructure, and quick access to everything, a large portion of the population now prefers to live there.

Residents are continuously migrating from rural to semiurban and urban locations. According to the United Nations Population Fund (UNFPA), the world's urban population will reach over 5 billion people by 2030, with Asia and Africa leading the way. People's mobility requirements are evolving on a daily basis.

In urban regions, there are several forms of transportation that promote consumer mobility, such as trains, buses, and metros. However, because of the lengthier trip time and lack of flexibility of these modes, people's demand for them has decreased, and cabs that provide the needed flexibility, comfort, and privacy are regarded more convenient by consumers.

The expansion of taxi services in India is primarily due to the consumers' dynamic lifestyles combined with increased disposable income. The hassle-free experience provided during travel, as well as other offerings, are attracting customers to the taxi sector.

such as a variety of payment choices, the simplicity of app-based reservations, GPS-enabled taxis, and knowledgeable drivers and so on.

The taxi industry in India is estimated to be valued Rs. 48000 crores and is likely to expand rapidly in the future. The demand for online cabs is growing in the taxi market segment, notably in metropolitan areas and tier I cities, as evidenced by the fact that monthly taxi trips increased by 30% in a year, from 50 million in July 2017 to 65 million in July 2018.

In 2018, ridesharing revenue from app-based sources and internet modes totalled US\$371 million. Taxi sales are estimated to account for 15-17 percent of passenger car volume in India by FY 2020.

EVOLUTION OF THE TAXI SERVICE INDUSTRY

Indian taxi industry is fragmented and unorganized to a great extent. The taxi market in India is divided into two markets i.e., the unorganized market and the organized market. Individual car owner and agencies operating in a single or very few cities make up the unorganized sector. The organized sector, on the other hand, consists of the owners, affliators and aggregators.

In 1911, Mumbai's kaalipeeli cabs became the first taxis to operate in India. These taxis operated in the traditional manner, with clients having to either wait for taxis on the streets or go to taxi stands to hire. From traditional taxi services to radio cabs to cab aggregator services, the taxi business has seen significant transformation. The Indian taxi market was mostly disorganised until 2003.

Customers had the option of using either prepaid taxis controlled by state governments or commercial operators, both of which provided poor quality services at a high cost.

Following that, with the debut of Mega cabs in 2001, radio cabs became popular. A "radio taxi" is a "taxi that runs on radio signals." Upon receiving the call from customer, the operator interacts with the through the radio signals for locating the nearby cabs. Radio cabs work under the fleet ownership model whereby the companies have full ownership of the cabs they are operating.

Then the country witnessed the coming of affliators in the market. Affliators such as savaari, taxiguide.in are connected with various car rental agencies and provide numerous deals and packages.

Following by the affliators, aggregators entered the Indian taxi industry

Aggregators is defined as “a person, who owns and manages a web – based software application, and by means of the application and a communication device, enables a potential customer to connect with persons providing service of a particular kind under the brand name or trade name of the aggregator”.

In the next years, there will be a phenomenon that will have a positive impact on urban transportation.

OLA - COMPANY PROFILE

Ola Cabs (stylized as OLA) is an Indian ridesharing firm that provides services such as vehicle rental and food delivery. Bangalore is the headquarters of the company. Ola was valued at around US\$6.5 billion in October 2019, however after the Covid-19 slump in the Indian economy, it was valued at around US\$3.3 billion. Softbank and other venture investors have major shares in the company.

Ola expanded into its first overseas market, Australia, in January 2018, and into New Zealand in September 2018. Ola launched its UK operations in March 2019, bringing auto rickshaws to the country. Before the launch in London, more than 10,000 drivers applied both online and offline. Ola debuted its taxi-hailing services in February 2020, with over 25,000 drivers enrolled.

Ola Cabs paid roughly \$12.37 billion (US\$160 million) in March 2015 for Bengaluru-based cab operator Taxi for Sure. Ola users have had access to TFS cabs through the Ola smartphone app since June 2015. Ola also bought Geotag, a trip-planning application startup, for an unknown sum later in the year in November.

Ola bought failing food tech company Food Panda India in December 2017 in a move to expand beyond cab aggregation with the goal of utilising the burgeoning food delivery segment market. Rider (previously Traffline), a public transportation ticketing app, was Ola's second acquisition in April 2018. Ola invested another \$100 million in the scooter-rent start-up Vigo in August 2018, and again in December.

In March 2019, the Karnataka state transport department suspended Ola's operating license for six months for violation of license conditions and violation of Karnataka On-Demand Transportation Technology Aggregator Rules, 2016. This was on account of Ola running bike taxi services though it only had license for four-wheeler taxi operations.

The company termed the order unfortunate and was looking at working with driving partners to continue functioning. They also claimed to be in touch with authorities to sort things out.

Despite the pandemic, Ola made its first-ever operating profit of 90 crores (\$11.83 million) in FY21, after a loss of 610.18 crore (\$80.22 million) the previous fiscal year.

UBER – COMPANY PROFILE:

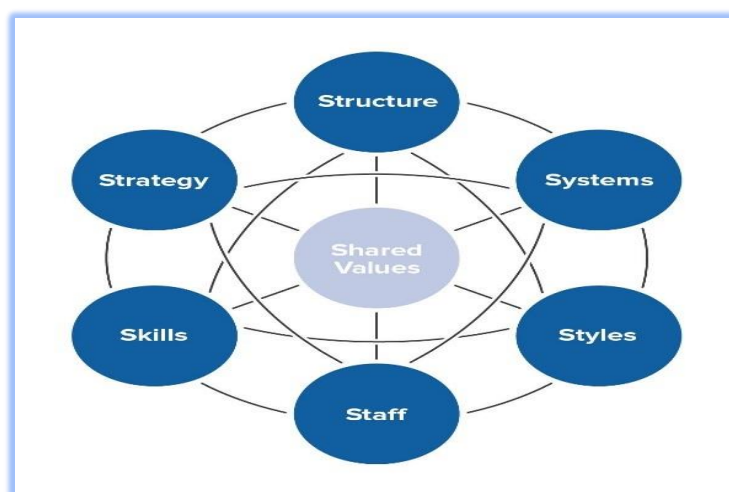
Uber's journey began in 2008 in Paris. Travis Kalanick and Garrett Camp, two pals, were at LeWeb, an annual tech conference. "Where revolutionaries congregate to predict the future," the economists write. Both men sold start-ups they co-founded for big sums in 2007. Kalanick sold Red Swoosh for \$19 million to Akamai Technologies, while Camp sold StumbleUpon for \$75 million to eBay (EBAY).

When the two couldn't find a cab one cold night at the conference, they came up with the idea for Uber. Uber began with a single thought: "What if you could request a ride from your phone?" The original plan was to create a timeshare limo service that could be requested through an app. The entrepreneurs went their separate ways after the summit. When Camp returned to San Francisco, though, he was still focused on the concept and purchased the domain name UberCab.com.

Uber Technologies Inc. (UBER) is one of the most exciting firms to emerge in the last decade, thanks to its tremendous expansion and continual controversy. The worldwide ride-sharing software, which was created in 2009, revolutionised transportation and rose to become the world's most valuable private start-up company at one point.

Uber went public on May 9, 2019, ten years after its start. Uber is still a key player in the ride-sharing industry, despite its rough route. Uber reported \$1.1 billion in net profits, \$3.9 billion in sales, and 1.5 billion journeys on its platform in its most recent quarterly financial report for fiscal year (FY) 2021.

MCKINSEY 7's FRAME WORK MODEL



1. STRATEGY

The service industry strategic vision and overall company strategy are clearly defined and communicated to all employees and stakeholders. This aids the corporation in managing performance, directing operations, and developing various approaches that are in line with the corporate strategy. Furthermore, the creation and communication of the business plan makes the service industry operations more visible and aligns the company's duties and actions.

2. STRUCTURE

The service industry has a flatter organisational hierarchy, which is backed up by progressive and learning organisations. Employees feel more comfortable and confident, and they have more access to information, with fewer managerial levels between them and more access to senior management and leadership. Furthermore, the flatter hierarchy allows the service industry to make faster decisions and promotes employee engagement to the firm.

3. SYSTEM

The service industry has well-defined processes in place to ensure that business operations run smoothly and that conflicts and disputes are avoided. The system of the service industry is primary departmental in nature.

4. SHARED VALUES

The service industry core principles are defined and conveyed in order to foster a creative and supportive organisational structure that allows employees to perform at their best while also increasing their motivation and loyalty to the company. The service industry basic principles include, but are not limited to the Service Industry assures that all of its activities and operations are done in accordance with high ethical and moral standard that have been redefined and benchmarked against international criteria.

5. STYLE

A participative leadership style is used in the service industry. The service industry is able to engage and involve its employees in decision-making processes and managerial decisions by using a participative leadership style. This also allows the leadership to communicate with employees and other managerial groups on a frequent basis in order to identify and resolve any

possible disputes, as well as receive feedback on strategic approaches and operations. The service industry is able to improve employee motivation and organisational engagement and ownership among employees and other stakeholders through participative leadership.

6. STAFF

The service industry has a sufficient number of employees working for it in its global offices. Employees for various job types and positions are employed both inside and externally, depending on the level of urgency and skill required. As a result, the service industry has individuals who are skilled according to the demands of their job functions and positions. To familiarise themselves with the organisation and its ideals, all workers receive on-the-job training. For skill level enhancement, both external and in-house training is available.

Employee skill levels at the service industry are sufficient to fulfil the company's business goals because all job roles and positions are structured to enable the attainment of business goals

7. SKILLS: The workforce in the service industry is honourable, with high skills and capacities. All personnel are hired based on their qualifications and merit. The service industry takes pride in hiring the greatest people and grooming them to help them grow and develop.

NEED OF THE STUDY

There is a tremendous increase in usage of ola and uber services in all cities especially in metro cities there is much more demand of ola and uber cabs. This study will help us to know the customer satisfaction with respect to comfort, convenience, safety etc. Inputs have been taken to know the customer satisfaction towards ola and uber services and how both cabs are effective in terms of convenience and safety.

STATEMENT OF THE PROBLEM

Whenever we want to travel locally, we mainly use public transport. Public transport is time connected nowadays. customers are busy with their time schedule and they can't waste time in waiting for the transportation. Now Ola and Uber have made it convenient for the travellers because of Ola and Uber app. the customers need not wait for the vehicle they can book online and they can save time app. They can be relieved with the service of travelling in this regard study undertaken.

CHAPTER - 2

METHODOLOGY



OBJECTIVES OF THE STUDY

1. To study the services rendered by ola and uber in Bangalore city.
2. To study the level of satisfaction towards the services rendered by ola and uber in Bangalore city

METHODOLOGY OF THE RESEARCH

Research methodology is the specific procedures or techniques used to identify, select, process and analyse information about a topic in a research paper. The methodology section allows the reader to critically evaluate a study's overall validity and reliability.

The method of conducting any study of a research in a systematic manner is known as methodology. It becomes easy oriented if the study is well planned and structured. Keeping this in mind. "A study was conducted on A study on Ola and Uber services in Bangalore city".

TOOLS FOR COLLECTION OF DATA

To fulfil the information, need of the study. The data is collected from primary as well as secondary sources-

1. PRIMARY SOURCE: -

A primary data for the study will be collected through questionnaire observation and discussion with the customers who are using cab service

2. SECONDARY SOURCE: -

The secondary data for the study was collected from of official records, newspaper, magazines, management books, preserved information in the company's database and website of the company, periodicals, journals, and through internet.

DISCUSSION:

The collected data was discussed keeping in view the objectives of the study.

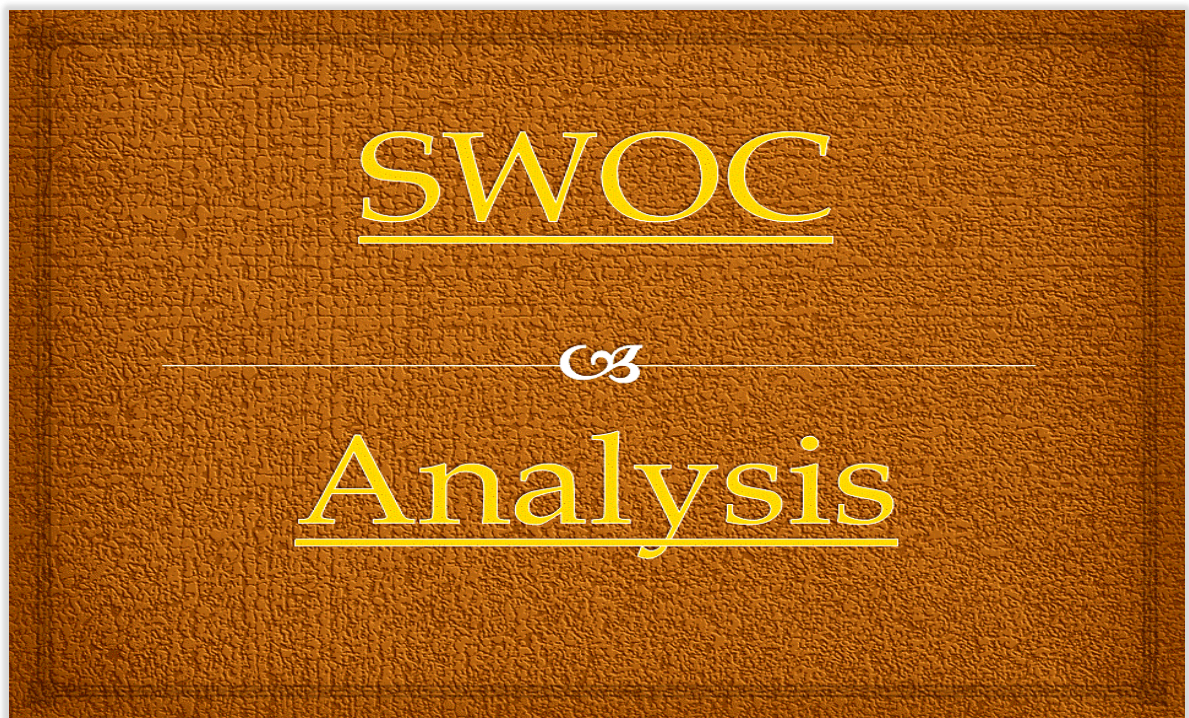
LIMITATIONS:

This study also includes some limitations which have been discussed as follows:

1. Time constraint is one of the major limitations.
2. Data collection was limited to the secondary sources only.
3. The research was limited to the city of Bangalore only.
4. There might be Bias in the information collected.

CHAPTER – 3

SWOC ANALYSIS



SWOC ANALYSIS OF OLA

A brief idea about the position of the company in the market can be estimated from the swoc analysis which indicates the respective strengths, weaknesses, opportunities, and challenges faced by the companies.

1. STRENGTHS:

- 1.Ola is first of its kind taxi aggregator service provider in the country.
- 2.It achieved the no.1 rank in the sector after acquiring Taxis for sure.
- 3.The services offered by ola are well appreciated by the public.
- 4.Increase in customer base due to strong network effect.
- 5.Financial condition of the company has improved after investments by various firms.

Weaknesses:

1. Brand image can be influenced by the misbehaviour of the drivers as they are in the indirect contact with the customers.
2. Monetization becomes difficult due to the demand.
3. The customer service offered by ola and uber is subpar, and customers frequently complain about the brand's support.
4. Ola taxi's services are inadequate, and consumers frequently complain about the lack of help they receive from the company.
5. Ola's business model places it in a position where it has little control over the drivers.

\Opportunities:

1. There is a huge potential for the company to penetrate deep into the market as the unorganised market hold almost 85% of the segment.
2. As ola coordinates through the smart phone app increase in number of smart phone users provides them with a great platform to increase their customer base.
3. Disposable income can be increased.
4. convenient services create huge demand among customers.
5. Acquisition of smaller company of the market.

Challenges:

1. Need for continuous business model innovation.
2. The need for licenced drivers, Road infrastructure, Regulatory issues.
3. 100% service quality if you have control over drivers and operators.
4. Driver behaviour.
5. The margins are pretty minimal.

SWOC ANALYSIS OF UBER

Strengths:

1. It is a well-recognized brand.
2. It has a high standard of service, verified drivers and cars. Uber Black users enjoy very high standard of service.
3. It has an unlimited fleet of vehicles. Regular Taxi service regulations are not applicable for uber.
4. As cashless payment system is used, uber can track and choose highly rated drivers. It has many other features like getting a car easily and having record of the spending.
5. The prices are lower compared to traditional taxi operators.

Weaknesses:

1. The relationship between uber and drivers is ethically questionable. It lacks the real connection. So, it is expected that loyalty between uber and its drivers is quite low.
2. Company and its customers have no bonding. Incentive to remain with uber is low.
3. Costs of operating vehicles are very high. But the drivers do not earn so much.
4. very unpredictable business model.
5. There are privacy concerns. Uber records where customer gets the taxi from. It also notes where he goes with it.

Opportunities:

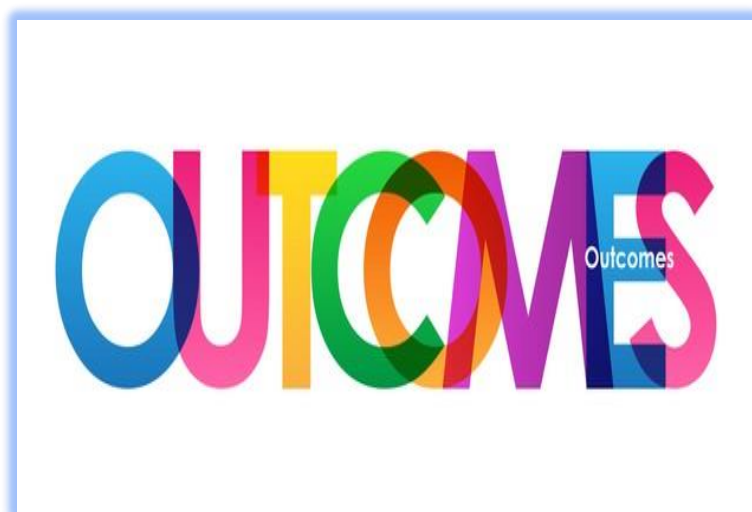
1. Customers are often dissatisfied with traditional cab companies because of high prices and long waiting time.
2. It can exploit new and big markets in countries like India where taxi services are inconvenient and expensive.
3. Raise in number of uber drivers will reduce the estimated time of arrival. This will make uber more liked. The start-up will get more revenue and drivers will be profited as well
4. uber can increase the valuation. This might appeal more investors. As a result, uber will have more money to operate.
5. cheaper electric cars can be used. It will reduce the cost and increase the drivers profit margin
6. Additional services like transporting older patients to hospital, transporting children to school and transporting pets to the vet can be offered.

CHALLENGES:

1. As it struggles to be profitable Uber faces several challenges both in the Bangalore city and worldwide.
2. There have been legislative and court challenges to Uber classifying its drivers as independent contractors rather than employees.
3. Some countries and airports have banned or drastically limited ride-sharing companies.
4. Changes in laws can also affect how much Uber pays in taxes; it already faces complaints from various governments that it shirks its tax liabilities.

CHAPTER – 4

OUTCOMES



SERVICES RENDERED BY OLA

PROMOTIONAL AND MARKETING STRATEGY OF OLA: Ola did many services which convinced people to choose Ola services. Some of them are discussed below.

ENCOURAGING DRIVERS: They offered micro entrepreneurship for the drivers by helping the drivers buy their own cars at huge discounts and affordable repayment scheme as they collaborated with leading car manufacturers.

STRATEGIC PARTNERS WITH MAKE MY TRIP: In the year 2013, Ola cabs launched its partnership with make my trip.

SATISFACTORY SERVICES TO CUSTOMERS: Customer is at the centre in marketing. The purpose of commercial ads and promotional services is to build customer loyalty.

OLA's SOCIAL SERVICE (Boats): During Chennai floods when people were stuck in their offices or other areas Ola had launched its ferry service. Ola had developed this service so as to help stranded people reach home and also to deliver essential material including food, water, etc. The ferries had professional rowers. Each ferry could accommodate 5 to 9 people per trip. They provided three days services day and night and later as per the demand of the people.

SERVICES RENDERED BY UBER

- Uber Technologies matches consumers looking for rides, food delivery, or shipping with people selling those services.
- Uber's largest source of revenue is its ride hailing business, which is also the only segment that earns a profit.
- Uber's other business segments are uber eats, uber foods, and the advanced technology group.
- Uber completed the sale of its self-driving car unit in 2020.
- As of September 2021, Uber's market cap is about \$77.45 billion.

➤ **COMPARISON OF OLA AND UBER**

We all adore these apps and use them on a daily basis. Each of us has a favourite. Despite the fact that the two apps address the same consumer problem, their approaches and priorities appear to be significantly different. And it shows in the way their app flows have been created.

- **CLEARLY SPECIFYING THE PICK-UP POINT:**

Uber implicitly assumes pin accuracy and does not explicitly show it. Ola's ride booking explicitly shows the pick-up point. I suppose this is due to the fact that Uber is a global app, and navigation accuracy isn't a concern everywhere. Ola, on the other hand, recognises that Indian addresses can be problematic and displays the pickup address clearly.

- **EXPLICITLY SHOWING THE DIFFERENT TYPES OF CABS AVAILABLE:**

Uber only displays the kind of alternatives available after the customer has chosen a drop spot. On the other hand, Ola's home page displays the various types of cabs available, as well as their estimated arrival time. Today, Ola's time may not be completely correct. But, if it was, it does provide an early indication of the temporal trade-off.

- **EXPLICITLY COMPARING THE COST OF THE DIFFERENT TYPES OF CABS AVAILABLE**

Once the user has input the destination, Uber does a decent job of displaying the possibilities along with the price trade-offs. Ola only compares micro to share in order to persuade a client to share or compares mini to premier in order to upsell. However, the trade-off between a prime and a share, or a share and an auto, is not always evident. It would be really handy to have a mix of cost versus time trade-off, which neither of the two apps excels at.

- **COLOUR OF THE CAR**

Ola displays the car's colour, which makes it easier to find the car, especially when booking from a busy pick-up location. I'm aware that Uber has this option in other countries, but I'm not sure why it hasn't been implemented in India. According to Uber data, the majority of cabs in India are white, therefore not exhibiting colour should be fine. This does not appear to me to be a good theory, but Uber must have done its homework by specifically removing this feature from the India version.

- **TRIP DETAIL PAGE**

Why would a person go to a trip's website after it's over? I'm guessing it's more for billing purposes. Alternatively, you can give the driver a rating. Occasionally, for assistance or to report a problem. Ola displays the bill's details right away. Uber provides a receipt with a single click and prioritises customer service. 'I was involved in an accident' is also the first option provided in support. I'm sure that isn't the most often asked support question (I hope not). Ola displays the ride's start and end times, which I believe is useful information to display. I really enjoy how Ola employs colours to highlight the start and end locations, as well as the driver rating, in a subtle way. Uber is all black, which makes it more difficult for the reader to obtain information.

➤ **COVERAGE**

Despite tough competition from global giant Uber, the desi company ola is the obvious market leader in India. Ola currently operates in 110 cities, whilst its international competitor, uber, has only expanded its reach to 26 cities. Ola has focused on tier II and tier III cities, as well as metro cities, whereas Uber has traditionally focused on emerging regions

➤ **INVESTMENT**

Since the beginning of its operations in India, ola has received funding from the market's largest investors. Tiger Global provided series A finance, and Matrix Partners and Tiger Global provided series B capital to Ola. In the third, fourth, and fifth series, ola received the backing of Stead view Capital, Softbank, and DTS Global, in addition to the present investors. Uber is also backed by a slew of investors. Softbank just made an investment in Uber and is now the company's largest stakeholder.

SERVICES OFFERED

For the purpose of commuting within the city, Ola offers numerous fleet variants such as ola bike, ola cabs in micro, mini, prime sedan, prime SUV and luxury types and ola share with the motive of satisfying different kind of customers. Besides providing in city services, ola also offer outstation and rental services. Ola introduced another variant, ola auto, few years back in October, 2014. Diversifying itself, ola entered the food delivery segment with Ola Cafe app, wherein the buyer makes the order through the app and delivery is made by ola cabs swiftly (. Similarly, Uber services vary from UberX, Uber XL, Uber Pop, Uber Black, Uber SUV to Uber pool. In addition to the ride hailing services, uber also give courier delivery facilities through

Uber Rush and food delivery services via Uber Eats. Uber as well as ola treats the safety of customers on a priority basis and therefore came out with an in app” SOS” button.

SUGGESTION

- To train the cab drivers regarding mobile applicable usage.
- To maintain proper time management.
- If any changes in the number of cab it should be specified.
- Toll free numbers should be incorporated to the customers.
- Charges on tariffs should be properly fixed, especially during peak hours.
- The vehicles should be properly maintained.
- The company logo and sticker should be visible.
- Card payments must be accessible in the near future.
- To increase the ambiance of the vehicles.
- To provide with offers and discounts on festival seasons.
- Option for review should be incorporated.

CHAPTER – 5

LEARNING EXPERIENCES AND CONCLUSION



LEARNING EXPERIENCE

Enhanced the study in learning about the service industry in the study to online app towards local transport has been studied the detailed company profile of Ola and Uber has been delt in the study. The study overall experience was good and knowledgeable.

CONCLUSION

Ola and Uber seen a tremendous growth in the cap service sector. Revenue of ola has increased almost to folds over the past four years. Today, it is the largest cab service provider in the country. Ola has successfully achieved public support and has created buzz about its brand in the market. Further more if some more technological advancement is done at Ola, then the customer base can be increased by providing better experience to the customers.

The study however concludes that due to a large number of benefits provided to the travellers, app-based cab is being very popular day by day, not only in metro cities in India but also in other urban area.

So Ola and Uber has been & will be great technology platform for transportation and offering flexible options or booking an payments to customers and flexible timings and facilities to drivers, and shortly we are going to experience big boom and great facility of getting or delivered to us with ease.

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07-Dec-2021	Discussion of research methodology, tools for data collection and limitations of the study.	
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