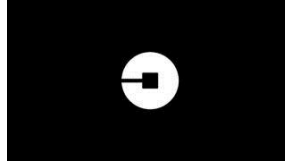


SW 3 – Marketing, Sales and Promotions

1. What is the name of the company? Provide the company logo.

Uber Technologies Inc.



2. What is the URL of the company home page?

- <https://www.uber.com/en-PH/>

3. History:

a. Who founded it and when?

- Uber was founded in 2009 as UberCab by Garrett Camp, the cofounder of StumbleUpon, and Travis Kalanick.

b. Initial products/services and markets?

- Black Car service which is affordable.
- All ages

c. Private or public?

- Private

d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)

- E-company

4. Financials:

a. Most recent year's revenues?

- US\$ 6.5 B (2016)

b. Most recent year's profits?

In 2016, Uber did not make a profit, having a reported net loss of \$2.8 billion.

Year	2014	2015	1Q '16	2Q '16
Net Revenue	\$495.3M	\$1.5B	\$960M	\$1.1B
GAAP Loss	-\$671M	TBD	-\$520M	-\$750M

5. What are its main products and services?
 - Mobile app, website and vehicle for hire delivery (commerce)
6. What is its target market and who are its customers?
 - Everyone (kids, teenagers, adults, grandparents)
7. Who are its main competitors?
 - Lyft, Curb, Grab, Ola and Didi Chuxing
8. How is the company using the Internet for marketing, sales, and promotions?
 - Through the use of Internet, Uber is able to create a full suite of services to meet the need of their customers, coordinate all marketing channels to communicate a unified brand message, offer full suite of online services and provide selected services on demand.
 - Uber implements a number of promotions in the cities it expands to so it can start word of mouth marketing in that city. It leverages well-known brands to get the message out there, like the Heineken Chauffeur promotion and the #TOPSHOPMINI promotion. And it also gives away free rides, like the free ice cream delivery promotion and the free ride promotions. Because Uber knows that it just needs to get people using its service (and then they'll love it and tell their friends), they give away free rides and leverage well-known brands to get the message out there fast.

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