

the uber

by Festus 2

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Research about Uber

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What is Uber?

Founded by Garret Camp and Travis Kalanick, Uber refers to a transportation network company well-known for offering services like food delivery, ride-hailing services, ridesharing among peers and providing a system of bicycle sharing. It depends on the app software or even smartphones put in place by modern technology.. Currently, more than 400 cities and over 60 countries are enjoying services provided by Umber. It has gained more relevance due to its app for ride-hailing a thing that has swept every part of the world, transforming transport system that has led to the development of a variety of business models, known urbanization in the world as a whole. It was founded and headquartered in United States, California and San Francisco in 2009 and it is still operating within seven hundred and seventy-five metropolitan areas. To enjoy the Uber services, one needs to sign up and create account first after which there is a recommendation of \$25 promo upon signing up for the first ride. To access and enjoy Uber services, one needs to install Uber app in smartphones that allow the user in setting up pick up points as well as destination provided in the map where it is tapped to request for Uber driver.

Why it's so challenging for the Taxi Industry nowadays

Despite the existence of taxi industry since time immemorial, Uber has been so challenging that it is not giving peace to Taxi industries in the modern days due to the competitive environment (Generic competition) between these taxi and uber companies (Hughes, 2014) The success of the uber-company has been a challenge to the operation of taxi industry in different ways. Nowadays, Uber has completely won the ridesharing race in the transport system. They are easily identified by LED signs, and the companies that operate them have spread Africa, Australia, America, and even China, and surprisingly users are everywhere and it not

possible for them to go away. Also, Uber has disruptive means that have challenged the taxi industry. For instance, it has increased the numbers of drivers and passengers bringing about a cyclical consequence of sorts where mobile apps are being used to access them, a thing that has led to flagging taxis down. Besides, the large number of customers is opting to make use of Uber, and more drivers have shifted into providing their services due to high income associated with Uber. The decreased number of both taxi operators as well as taxi companies is due to the entrance of Uber in the market. In the real sense, the entrance of Uber and nature of services provided has become a challenge to taxi industry since they have fetched taxi customers leading to an acute decline of their customers in the current world (Martin 2016). Simplicity and convenience of Uber usage is also a challenge to taxi companies. Pricing model in Uber enables it to have flexible charges since it is not covered or tied to taxi regulations like imposing fare rates.

They present a handsomely and grateful opportunity that is breaking the taxi company's bureaucracy, unlike the taxis. Ubers have reduced and caused a decline in the cost of major operating business, and this means that Uber drivers have more monies in their pockets compared to taxi drivers. The taxi industry entrenched in major world's cities is under threat that is being caused by the uber-company. The research Hughes (2014) has indicated that uber poaching and will continue poaching not only taxi drivers but also the customers of taxi industry till the time when it will be legislatively stopped.

Ferenstein (2015) has supported the ride-sharing services of Uber Company by asserting that, Uber which is the most ride-sharing company, it has reached to the point of dominating major competitors. There are reports that Uber in San Francisco are repeatedly earning at least three times in the whole tax market industry hence challenging the taxi industry nowadays.

According to Ferenstein (2015), it was reported that Uber earned \$500 million against the taxi company that earned \$140 million according to the 2015 statistics which was a major challenge taxi industry. Most importantly Uber's research on data science shows that it is not possible for the taxi industry to compete uber by use of their silicon-based valley rivals. Is worth noting that, unlike the taxis, Uber can exist longer in cities and this makes the customers lees patient wait for them. In some cities, one can access uber within three minutes while in other cities customers can wait and get uber within ten minutes which is very difficult for the taxis. We can say that uber make the customers impatient as they wait for taxis. Ferenstein (2015) argues that while 90% of Uber arrived upon being called, taxis were 16% late by ten minutes. This assures us that, nowadays, the taxi industry is suffering massive losses especially in San Francisco and it has become a structural issue in the taxi industry. Sad enough, purposefully there are unions limiting the number of cabs on roads, and this make wages of the taxi driver to be inflated artificially. The taxi drivers have to wait for medallion years, and they must pass exams that are time intensive with endless upfront expenses, and this makes it difficult for customers to ask for a taxi driver. On the other hand, the Uber drivers are easily certified within the shortest time possible and work for only a few hours per day meaning a little experience is the need in learning insider tricks that results into a great pay.

Prove that Uber is Safer than a Regular Taxi

A good assessment that can tell whether Uber is safer than a taxi is considering and carrying out a comparison taxi rides safety, safety breaches safety and features offered by both Uber and taxis. It may also depend on the condition of the cars, the safety of drivers and passenger and screening requirements. In Uber Company there is the safety of driver-partners since they are completely screened by use of many processes where driving and criminal history

of their drivers are perfectly reviewed unlike in taxi driver. This means that the Uber drivers are safer than those of taxi (Posen, 2015).

In most cases, applicants are required to ensure their social securities are submitted including insurance evidence, driver's license, as well as registration number of their cars. All these documents are information vetted by check firms. According to the claims of Uber, it can be said that it exceeds what the taxi industry requires hence challenging the entire taxi industry.

The cars used in the provision of Uber services are safe. This means that there is good safety of the cab car of the Uber drivers. Uber has a right edge of safety because it has put as a requirement that the fleet is used need to be at least new. Also, such cars are regularly checked to ensure they are safe to be used on roads (Nistal & Regidor, 2016). The tax cars are not necessarily new although they undergo safety checks regularly. The technology behind Uber makes it's safer than regular taxis. For example use of uber app make the passengers get specific information about the drivers who are coming pick up them since random pick-up is not there, and also riders never leave secure premises.

The app also provides cashless transactions, and this diminishes any possibility of robberies. There is an information profile of riders transmitted through this app that ensures drivers are safe. In taxi companies, all transactions involve cash and pick-ups are very random. Ubers have drivers and riders rating system that helps filter out any risky character. Cash transaction in taxis attracts robbery or even loss of money through pickpocketing. Also, taxis lack a rating system, and this makes it less safe compared to Uber. Uber has implemented new safety measures after India's rape allegation inclusive of app panic button which links the user to the local authorities. The panic button has tightened safety in Ubers because passengers can alert

their friend about where they are in real time. The Uber's chief security personnel has been appointed to necessitate implementation of both physical and digital security measure, and this has not happened in the taxi industry hence an indication that Uber is safer than regular taxis.

To sum up, Uber has emerged as the most and convenient transportation network firm that has gained more relevance due to the influence of technology. It is challenging to the taxi industry due to utilization of software app installed in smartphones. Also, its simplicity, convenience, among other factors makes it challenging to taxi firm. Finally, the rating system for both drivers and passengers, good condition of it car, and implementation of security measures make it safer than regular taxis.

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