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العظيم

سورة طه

**University: Med Kheider- Biskra-
Faculty of Economics and Management
Level: 1st year Master: Entrepreneurship**



***Lecture 13: Startup's Marketing Plan
Creation: Taxi Transportation Company
"Uber" As A Model***

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Contents:

- Introduction;
- Marketing Plan :Definition, Importance, and Elements;**
- Case study: Uber Transportation**

Introduction

How to create a marketing plan for a Startup?

What is a Start-up?

A startup or start-up is a company or project initiated by an entrepreneur to seek, effectively develop, and validate a scalable business model. While entrepreneurship refers to all new businesses, including self-employment and businesses that never intend to grow big or become registered, startups refer to the new businesses that intend to grow large beyond the solo founded

It aims to meet a marketplace need by developing a viable business model around innovative product, service, process or a platform

Marketing Plan :Definition, Importance, and creation stages

The marketing plan is the concrete translation of the objectives and the marketing strategy into a plan of detailed, quantified and programmed actions

Objectives

Target market

competitors

Market position

Products

Prices

Distribution channels

Communication policy

Costs

The Importance of an Effective Marketing Plan for Startups

Set realistic goals

Measure your results



Define your target market

Choose the most effective marketing channels

Adjust your strategy as needed

How to create a marketing plan

Define your business goals

Define your target market

Determine your marketing budget

Choose your marketing channels



Develop your marketing mix

Create your marketing calendar

Measure your results

Marketing plan of the taxi transportation company “Uber”



Uber is a private company and an online marketplace for ride-sharing based in San Francisco, California ,It was founded in 2010 and went public in 2019

Uber connects passengers looking for car sharing with drivers via its mobile application platform(Uber.com),

Marketing plan Components of the taxi transportation company “ Uber”

Executive Summary

Uber’s mission

Target audience

Target market statement

Uber marketing strategy

Marketing Anlysis of uber

Marketing mix of Uber

Marketing implementation

Marketing control

Marketing evaluation

Target audience

Riders : who order ride-sharing services

Drivers : who provide the rides

Target market statement :

| Demographic characteristics | Types of rideshare passenger | Ratio % |
|-----------------------------|--|-------------------|
| Age | <ul style="list-style-type: none"> _ between 25 to 34 years _ between 45 and older | 57 % 7% |
| Gender | <ul style="list-style-type: none"> _ famel passengers _ mal passengers | Around 40% 60% |
| Education level | <ul style="list-style-type: none"> _ bachelor's degree or higher _ less than bachelor's degree | 80% 20% |
| Income | <ul style="list-style-type: none"> _ high-income _ middle-income _ low-income | 27% 44% 22% |

Marketing Analysis of uber

Strengths :

- It is a pioneer and market leader in its category
- Has a strong network effect
- Has a strong platform
- Governance procedures for its users
- Has a low operating cost
- Emphasis on customer satisfaction
- High growth rate

Opportunities :

- New technology :self-driven car
- Finding growth in emerging markets
- Inefficiencies in the Taxi market around pricing and waiting period
- Dissatisfaction with unorganized market
- Increasing internet penetration
- Poor government transport

Weaknesses :

- It is overreliance on the drivers on its platform to make its service plausible
- Broken and weak work culture
- Overreliance on internet
- Overreliance on data for running smooth operation
- Highly dependent on manpower
- Highly dependent on internet

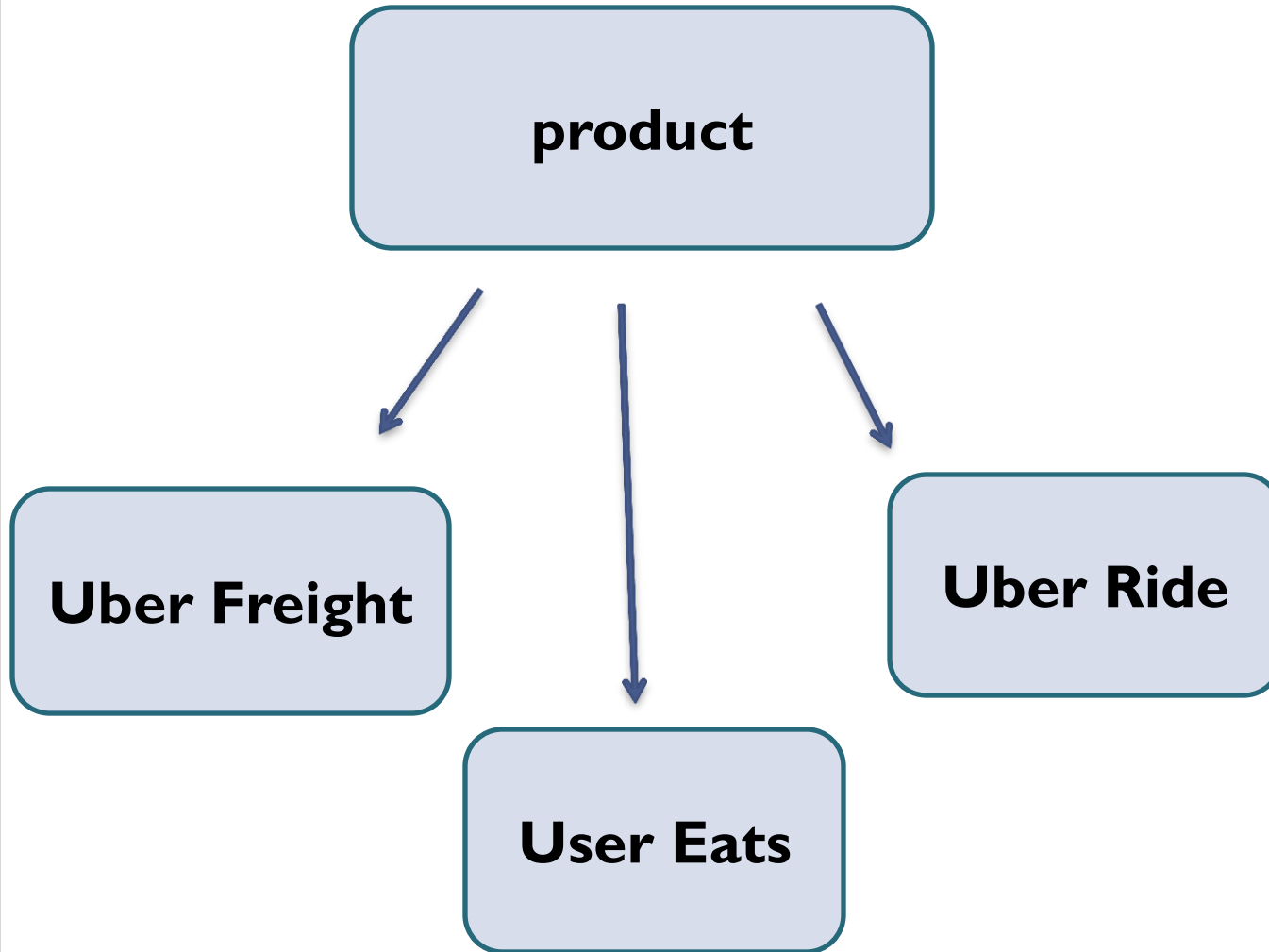
Threats :

- Government policy
- Overreliance on customer's data
- Taxi union association
- Bad customer service experience with its drivers
- Revolt from unorganized market
- Low margins

Marketing mix of Uber 7ps



Marketing mix of Uber



Results :

- **The startups have been able to change the traditional practices of individuals and routine activities of institutions**
- **Through startups , a large number of individuals can be employed**
- **Marketing plan promotes successful marketing operations.**
- **The marketing plan is a basic pillar on which organizations depend , especially the startup which focus more on promoting the idea and reaching the largest possible audience to achieve the highest growth rate**
- **Marketing plan helps to co-ordinate activities which can facilitate the attainment of objectives over time.**
- **Uber was able to achieve high growth rates by providing a variety of services and flexible prices**



Conclusion



Conclusion

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Thank you for your listening