"Realism to deal with reality"

EVEREST BUSINESS CASE COMPETITION 2021

Promoting connection and comfort

THE REALISTS

Category: Lhotse

OVERVIEW

Long-Term Impacts:

Situation	
Situation	• Established Company in ride sharing industry • Low profit margin Industry • Existence of national and international competitors

- **Greater security in ride sharing industry**

Issues	
Issues	• Lacking behind in terms of marketing • User experience unsatisfactory • Customer's safety concern • Limited service time

- **Tootle will be part of a larger market share**

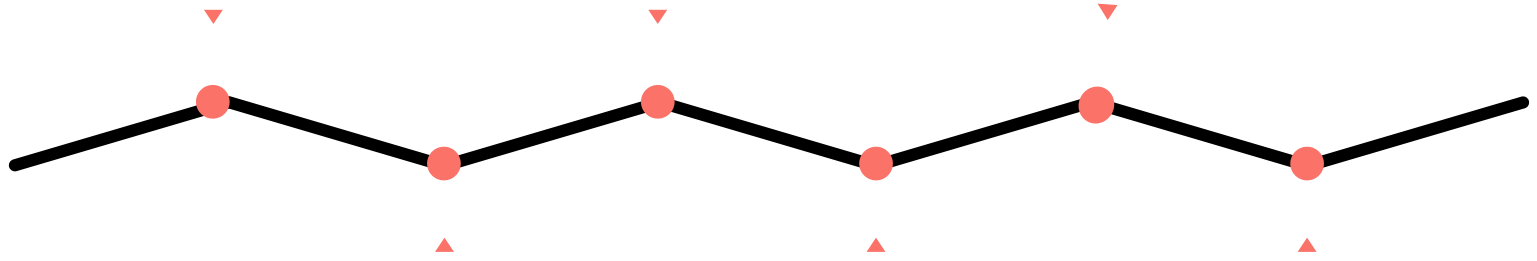| Recommendations	
Recommendations	• Extensive marketing via social medias • Expansion of business • Providing incentives to customers • Improving app's interface

- **Scaled up Business**

- **Gain of break-even point**

Tootle's Struggle In The Industry

1.First ride-sharing company in Nepal

3.Positive feedback from its customers.

5.Struggling to have a consistent customer base due to stiff competition

2.Victim of outdated laws in Nepal

6.Market share deteriorating

4.Other companies seized the chance to establish themselves

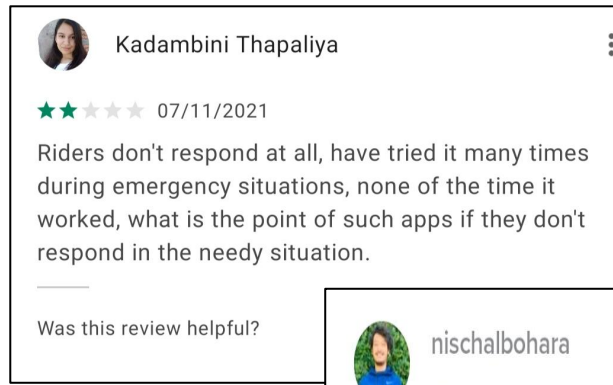tootle

together, we move

Issue Analysis

THE NEED TO FIX THE APP BUGS

1. **Customer Issues**

- Problem with app interface

- Majority of tootle partners do not respond

- Unlike its competitors, It has a fixed service time i.e 6am to 9pm

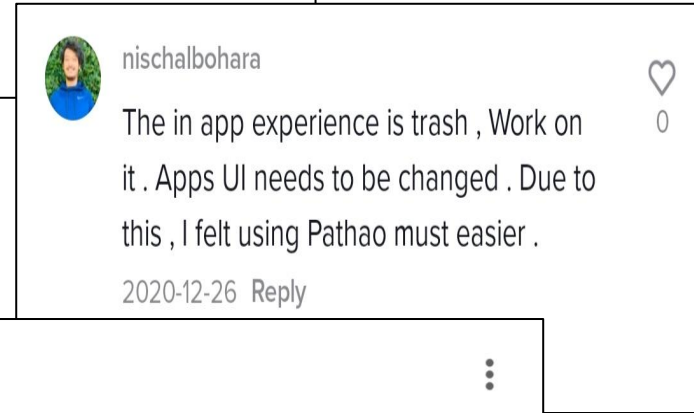- It is expensive as compared to its market rivals

Kadambini Thapaliya

★★☆☆☆ 07/11/2021

Riders don't respond at all, have tried it many times during emergency situations, none of the time it worked, what is the point of such apps if they don't respond in the needy situation.
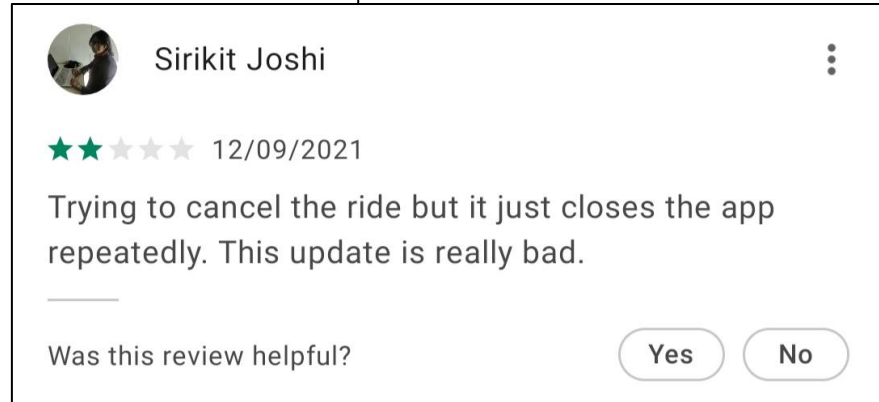
Was this review helpful?

nischalbohara

♡ 0

The in app experience is trash , Work on it . Apps UI needs to be changed . Due to this , I felt using Pathao must easier .

2020-12-26   Reply

Sirikit Joshi

★★☆☆☆ 12/09/2021

Trying to cancel the ride but it just closes the app repeatedly. This update is really bad.

Was this review helpful?   Yes   No

Issue Analysis

2. Marketing Issues

- A very less number of tootle partners are seen wearing the tootle outfit, Risking the potential brand promotion.

- Very less interactions with customers.

- Very less focus given to traditional/digital advertisements.

DECREASING MARKET SHARE DUE TO NO MARKETING

Comparison between the dress code followed by tootle and pathao rider in their respective ads

Latest post by tootle on its facebook/instagram pages(30th July)

Issue Analysis

Since tootle doesn't follow dynamic pricing, the price per ride is constant each day i.e
First 3 km: 60rs/3km
Next 3 km: 18 rs/km
Further km: 25 rs/km
Rider might take longer route so that the price incurred is greater.

Sachin Jung Karki

★☆☆☆☆ 26/10/2021

The app doesn't allow to choose path we want to take and the path it takes is always long and inefficient. Most of the riders does not come to pickup due to locations distance. During rain and festivals there is no one to accept request. I am disappointed

Was this review helpful?   Yes   No

Security issue

- There are no reviews available of the allotted rider
- Without the majority following the dress code, customers are in dilemma as in whether to trust the individual or not

Issue Analysis

3. **Incentives Issues**

- Fewer incentives for riders and customers to choose tootle

4. **Riders Issues**

- It is difficult for tootle partners to find customer in the map
- Client pick up system is highly criticized
- They need to renew their membership by paying Rs.2000

S.W.O.T Analysis

Strength

Well established company

Nepali Brand

Solves first-mile and last-mile transit problem

01

Weaknesses

Very less marketing

Less active manpower

Limited service time

02

Opportunities

Highly populated city

Job opportunities

Expansion of business to other parts of Kathmandu

03

Threats

Competitive market

Price sensitive market

International competitor

04

Recommendations:

Having Distinctive competence :

BY HAVING BETTER SECURITY PROVISIONS

Tootle is about the freedom of movement, freedom could be taken synonymous to security.

With security comes freedom. Thus, tootle can make its place in the market by having the best security provisions for its customers.

HOW?
Having the options, with access to driver/rider's profile,ratings, reviews and a reliable chat room.
Verification of criminal offense from the driver/rider.
Having a hotline number for user safety
Making all these provisions well known to its customers and potential customers via digital/traditional marketing

WHY?
 Increment of customer base

Creation of safer environment in the ride sharing sector

Recommendations:

Distinctive competence :

WHY?

Tough competition with motorbike and cab services, so tootle can resort to carpooling.
Advantages
More vehicle occupancy per kilometre=Less carbon emissions
More individuals have access to a means of transport
More employment opportunities

Algorithm

1. The passenger makes a request with pickup and destination address given.
2. The request is received by all or subset of available drivers, travelling that route.
3. The trip cost of all drivers who accept is sent to the passenger, and the passenger gets to negotiate
4. The chatbox for user-driver communication.

HOW?

- **It should be automatic**- there shouldn't be any human intervention, users should only specify the required information and select from the options
- **Cost effective**- the price scheme should be attractive for passengers
- **It should be distributed**- no central authority but only the computational Tasks are performed in the decision making process
- **Options-** there should be options for the passenger and access to the driver's tootle portfolio, with reviews and ratings should be given
- **Safety-** the passenger should be given an emergency feature in the app, that connects them to a hotline number.
- Furthermore, the drivers should be verified for no criminal offense.

Recommendations

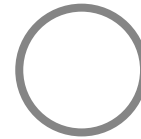|		
Increasing the service of tootle cabby	-By having more riders from areas with high cab / taxi demand(eg: airport) -Provision of more functions(The having vs. Using Effect)	Disruption of taxi monopoly Helps in reaching the break-even point
Change in client pick up system	By having automated buzzer system which lets the tootle parner know if any customer is around	Helps the service be more efficient
Language preference system	By having Nepali language as an option in the application	Makes the app more inclusive

Strategic TIMELINE

Short Term Goals

Improve service

Mid Term goals

Gaining trust from the customers : by proving authenticity and empatheticity via neuroscientific marketing

Long Term goals

EXPANSION OF BUSINESS.

Thank You