

Tootle

गली गली मा टुटल, पाँच मिनेट मा टुटल





Team: **Sagarmatha**

Category: **Kanchenjunga**



Aakriti Thapa



Aditi Adhikari



Abhiyan



Mandip Adhikari

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Thank you





Tootle business analysis

- Tootle, a Nepal based ride sharing app emerged as the first of its kind and started its service in 2016.
- Leading ride-sharing company with the motive of movement regardless of everything with just a touch in an economical way.
- Tootle has expanded its services in more than 2-wheelers in just over 4 years of time and succeeded in creating a revolution, not just a start-up.
- It has a huge partner and customer base, 50,000 and 400,000 to be exact - which is very impressive.
- From a simple innovative idea to a model business for others, Tootle has coped through various challenges and probably will face more.
- With the business firm being at risk from the margin of loss, with problems like stiff competition, lack of hospitality, hard to find a ride, no compatible locations, late service, etc.

What actions are necessary to take for the company to maintain its active presence?

SWOT Analysis

First ride-sharing Nepali App



More suited to Nepali's taste

Succeeded in creating a revolution

HITECH Way of traveling

Time Saving and Less costly

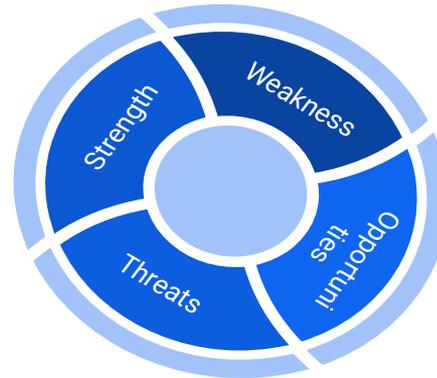


Late service

Rider's poor behavior

Map locating

Uncertainty of driver's arrival



Foreing competitor in the lead



Lack of Government Policy and Law

Possibility of abuse by bikers

Conflict with Public transport organization



Growing ride-sharing industry

As long as traveling exists, the industry will too.

A strong fanbase can be established via social media promotion

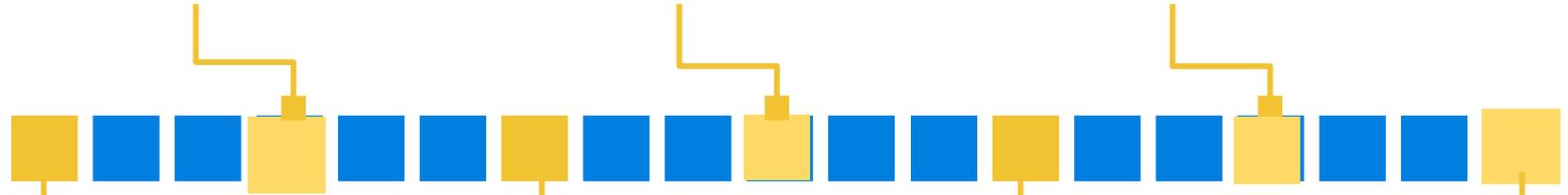


Strategic planning

Advertisement scheme with emphasis on patriotism

Best service : Big customer

Diversify itself in other major cities and as s food delivery app



App development (safe and seamless)

Attract customers through use of various app

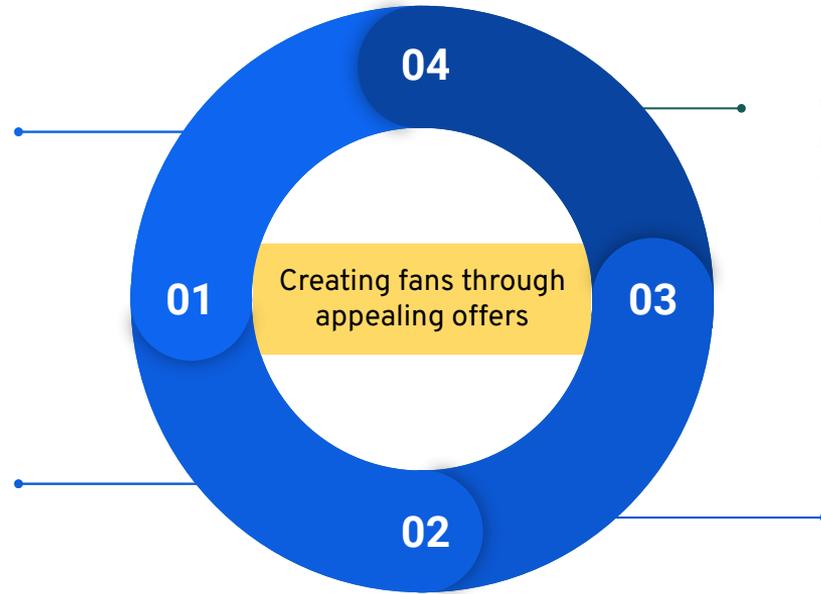
Refining the Map

Drivers Define The Brand!
Invest in Drivers Too!



A free ride to commuters after 50 rides and discounts offered on days of importance.

Special discount offers to old people, which will gain trust among them and hence old people will promote tootle in their family



Carry your helmet, get a certain percentage off. (% depends on the pricing strategy and the margins)

Refer a friend and get a promo code

Best service: Big customer

01

MAP

- Refining map, making it more convenient.
- Allowing drivers to add locations that aren't listed and timely checking the authenticity of it.

02

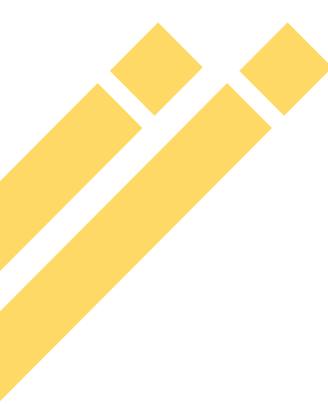
New features

- Scheduling rides in advance.
- Letting one person book for the whole group
- Allowing to rent bikes
- Women drivers can choose female customers and vice versa
- A feature that alerts the company if the drivers accept rides that are significantly distant

03

Diversify Service and the Market

- Many cities in Nepal are untouched: diversify in other markets and create a larger customer base
- Doing food delivery of all available restaurants in the located area.
- Exploring new business models(Prepare for market diversification but wait till another brand diversifies. Analyze their progress and diversify yourself accordingly)



Advertisement where youngsters are riding in tootle also, through this advertisement provoking patriotism which is camouflage inside every gorkhali

A Solid Marketing Roadmap
Sell your story

Let the public know about app updates, safety measures and initiatives. Document all the progress and be transparent.

Influencer Marketing – Tie up with influencers

Professional and Strategic Videos
Focusing on “Tootle = Safe”

“Gali Gali ma Tootle, paach(5) minute ma Tootle' should be a slogan that every Nepali sings, and if tootle drivers are late for more than 5 minutes, some discount should be given(this would establish a new brand image, since customers previously disliked tootle's late service).



Why to diversify



The negative brand image of Tootle prevails and the dominance of other similar apps in the market increases regardless of tootle being the first ride-sharing app of Nepal, made in Nepal.

Diversification can help in gaining back the trust. The diversification in itself is rebranding. If Tootle performs well in food delivery or parcel services then the ride sharing aspect will also grow.

Also because everyone else is doing it and it's profitable.

Why New brand Image ?



Tootle Is Regarded As A Less 'Safer' brand. How would it be possible to sell the service when people feel it's not safe?

- Steps to rebrand are to actually make the app and rides safer. If the brand invests on the safety aspect, then the best marketing tool are the customers themselves. Make the service better, people will spread the message for you!
Amplify the brand name through campaigns

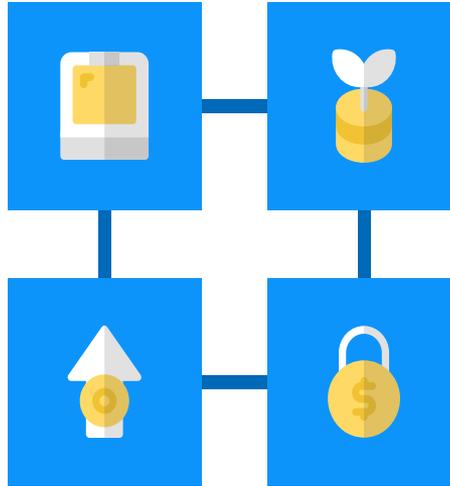
Open Feedback

Direct Feedback System

People to be able to directly post reviews and suggestions through in app should make a transparent system.

Social Media Listening

Using social media channels to know what people want can be a great way for an open feedback approach.



Open Innovation Platform

Having an open innovation platform where people can submit their ideas for possible future features would be a game changer for knowing customers desire.

Surveying Customers

Customer-centric companies are 60% more profitable than companies that don't focus on customers. By investing in a system that proactively captures feedback, Tootle can meet evolving customer expectations and achieve customer centricity.



How can tootle establish a distinctive competence? (Vision and Plan)

1

Safety – Road and Privacy

Health insurance and first aid training for drivers.
Customer review after every ride.
Training on managing road rage and impactful empathetic communication techniques.

3

Enhancing the App Experience

The Basics Updated Maps
User-Friendly UI/UX Experience
Maintenance

3

Drivers Define The Brand! Invest in Drivers Too!

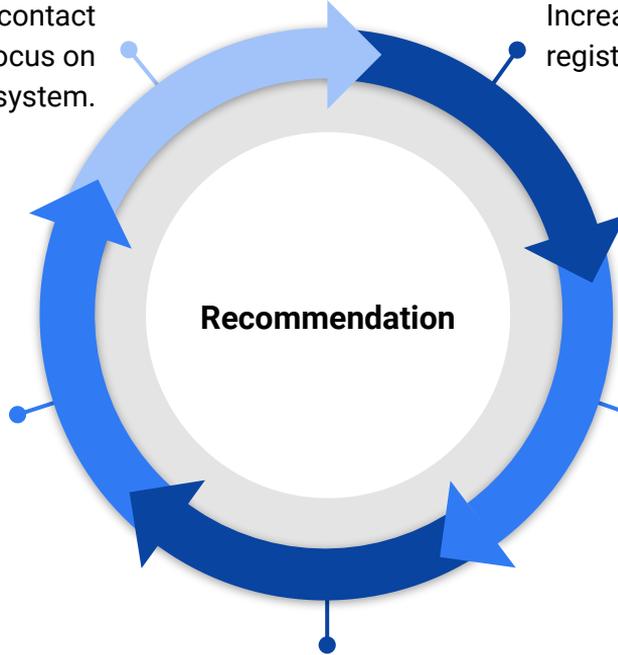
Invest on trainings that help in their personal growth
Employ differently abled individuals
Safety gears for the riders.
Free motorcycle servicing for committed riders
Excellent driver reward
Increase driver Incentives





Implementation of a feature, that keeps the contact details of customers private for the riders, focus on communication through the inbuilt chat system.

Increase the time and content for the orientation during registration of Tootle drivers.



Recommendation

Focus on making drivers aware of the ethical and moral values of the company.

Inbuilt feature of the broadcasting message by customers if they wish to call for hitch-hiking or something similar.

Allow the users to utilize filters to choose their driver (driver's language proficiency for tourists, experience of drivers)

Conclusion

The introduction of digital ride-sharing platforms like tootle in the digital era has sparked public interest and brought a sense of relief in terms of service rendering in Nepal. These platforms have not only made life easier for the common population, but they have also prompted the government to develop better regulations and legislation to control internet-based platforms. In the absence of controlling regulations, the government should be eager to facilitate innovative efforts rather than discouraging their usage or declaring them illegal. With stiff competition in the market from other ride sharing apps like pathao, sarathi and so on, we've seen the decline of customers for Tootle in recent years. Tootle should prioritize the changes that can be done immediately and get to work straight away. Tootle can re-establish itself as a major ridesharing service provider in Nepal yet again if it manages to improve its brand image in the market by addressing its weaknesses and improving its services, but if it neglects its transformation, it will never be successful in establishing itself as a household name or reaching the heights that everyone expected them to reach back in 2017.



**Thank
you!**

