

# Everest Business Case Competition



**Team: Dream Team**

Category: Lhotse

***Dream big.***

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# Overview

## Situation

Nepal's first ever ride sharing application

Presence of a multinational competitor

Running on low profit



## Issues

1. Very thin profit margin
2. Lack of sincerity by the riders (Tootle Partners)
3. Government policy issue and lack of proper investment by investors



## Recommendations

1. Diversify services beyond simply moving people
2. Improve UI design for better user experience
3. Expand services in different part of Nepal

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If you are a person just like us, who neither owns a private vehicle nor loves to travel in public buses you've got to try Tootle, the first ever company that presented a solution to stuffy public transportation.

***#GalliGalliMaTootle***

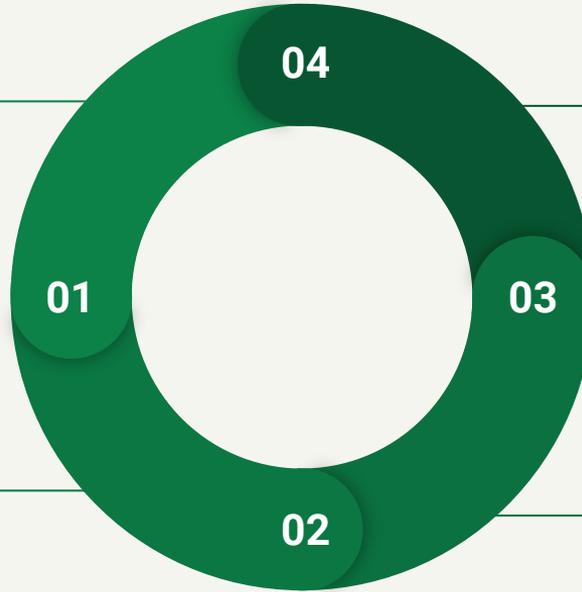


# Issue identification



**Tootle has been running on very thin profit margin.**

**Some riders don't remain sincere towards their job.**



**There is presence of a multinational competitor in the market.**

**Tootle has not been taking any necessary decision to diversify its services.**

# Issue analysis

1

**Tootle has been running on very thin profit margin.**

Despite its active presence, Tootle is still under the margin of loss. It is so because Ride-sharing is a business model that is difficult to make money in. Ride sharing companies have to compete aggressively on price to attract customers so becoming profitable is a challenge which Tootle is currently facing.

2

**There is presence of a multinational competitor in the market.**

The competition Tootle faces is stiff. The competitor is backed by more investors and also holds more emergency funds than Tootle. The competitor has also diversified their services while Tootle has not yet been able to do so. Other companies are also entering the ride sharing market bringing new ideas which might leave Tootle behind.

# Issue analysis

3

**Tootle has not been taking necessary steps to diversify its services.**

One of the aspects that Tootle doesn't touch on is diversifying their services beyond simply moving people. Competitors have been including delivering food and parcels in their services. Tootle should also opt to diversify its services.

4

**Some riders don't remain sincere towards their job.**

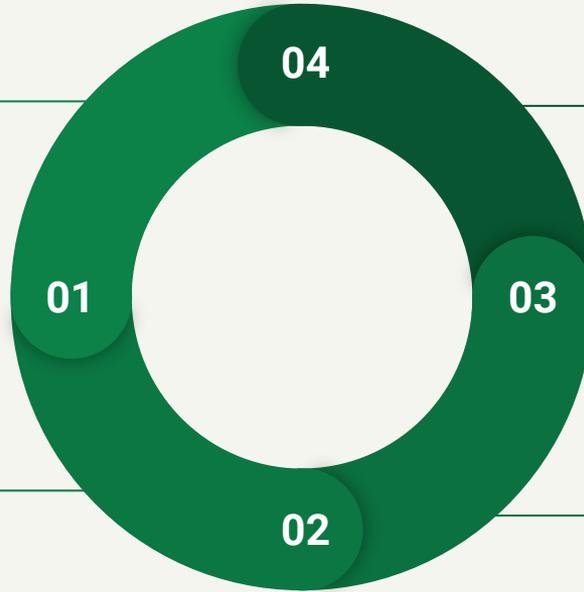
Some riders don't abide by the terms and conditions and misuse the customers' details like phone number. They sometimes don't arrive on time while sometimes they don't arrive at all.

# Recommendations



**Tootle should diversify its services beyond simply moving people.**

**Tootle should expand its services to various parts of Nepal.**



**Tootle should improve its UI design for better user experience.**

**Proper advertisements about Tootle in various mass medias should be done.**



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## STRENGTHS

1. Reliable, quick and affordable means of transportation
2. Has built a significant visually impaired customer base

# W

## WEAKNESSES

1. Thin profit margin
2. Not opting to diversify services
3. Misuse of customer's personal details by some riders

# O

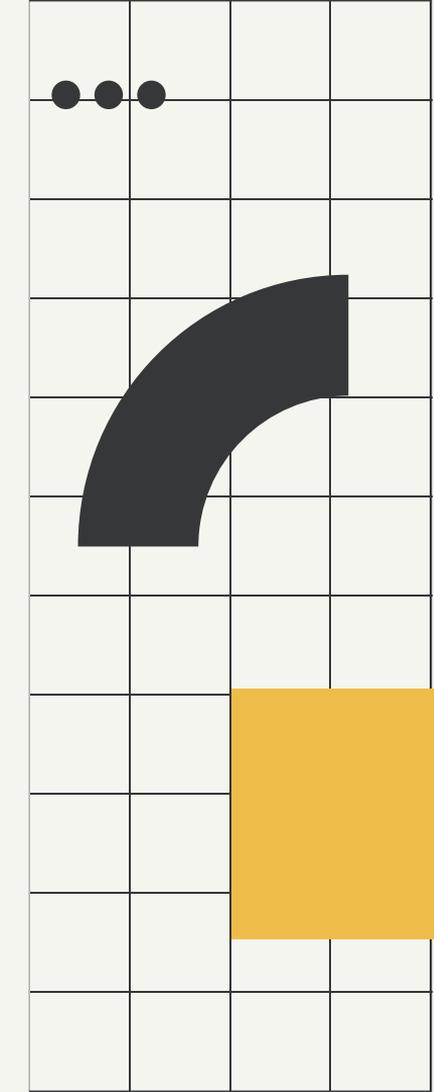
## OPPORTUNITIES

1. Connects people looking for a ride with people willing to share their ride in two wheelers
2. Services in both two-wheelers and four-wheelers

# T

## THREATS

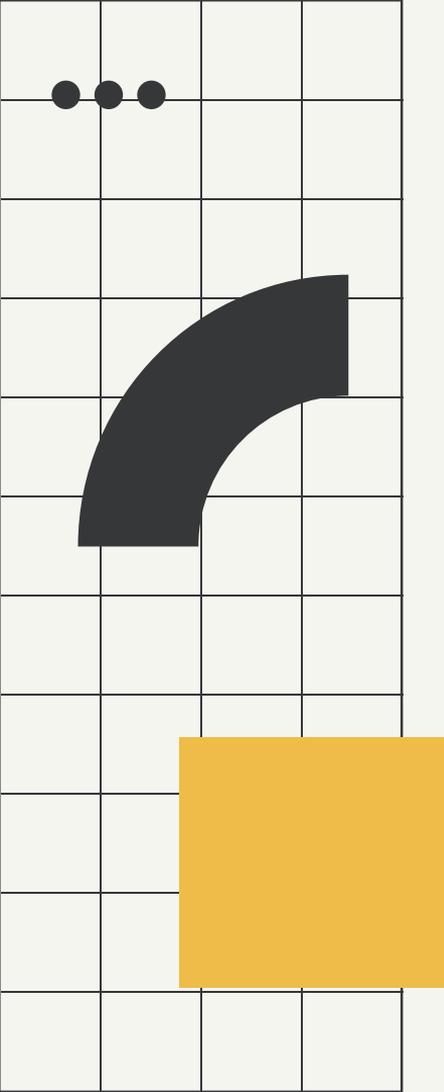
1. Presence of a Bangladeshi competitor in the market
  2. Low preference by the customer
  3. Increment in the price of petroleum products
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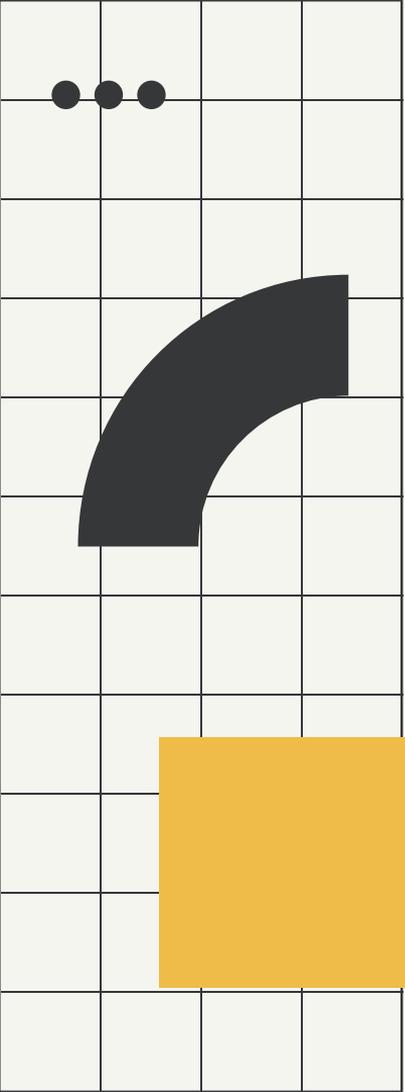
# PESTEL Analysis

- **Political:** Due to Nepal's unstable politics, Tootle has widely been affected during strikes; Tootle can't provide its ride sharing facility to its customers and bears a huge loss even in a single day.

- **Economical:** Tootle is authentic Nepali business founded and run by Nepalese. Tootle is funded by GSMA Ecosystem Accelerator.

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- **Social:** Tootle provides a source of income to all the riders who are registered with Tootle. With every vehicles shared, the aid vehicles that are out on the street provides jobs, enable people to move freely and also reduces climate problem because emissions are less.

- **Technological:** Tootle uses 12 technological products and services including HTML5, Google Analytics, and jQuery. Tootle is actively using 8 technologies for its website. These include Domain Not Resolving, Mobile Non Scaleable Content, and Google apps for business.

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- **Environmental:** Tootle's main priority is sustainability. It is reducing its environmental impact by introducing electronic vehicles. Tootle connects people who want to share their ride with other people and reach their destinations together which has created a good impact on environment as less vehicles are used; leading to less emission of carbon dioxide.

- **Legal:** The Department of Transport Management in 2019 argued that Tootle operated against the law due to the lack of law for ride sharing apps which was opposed by mass media and public so eventually Patan High Court ordered the government to regulate ride sharing platforms. Then the issue was settled.



# How can Tootle establish a distinctive competence?

Priority should be on operating an environmentally and socially responsible business while cultivating human-to-human connections. More and more people should be made known about Tootle and its services. Today's generation seek better services at low price. So, Tootle should work as hard as it can for providing proper services at lower price.



# In what ways can Tootle increase its consumer base?

Tootle should be made available outside the valley too. Marketing campaigns and advertisements can be run to make many people aware of the services of Tootle. The company should be loyal to the customers. Vehicles should be kept clean and maintained on a regular basis. Polite words and behaviour should be shown towards the customers by the riders.



# Should Tootle opt for diversifying its services?

Yes, Tootle should opt for diversifying its services. It is one of the main reasons Tootle's been left behind by its competitors in the ride-sharing market. Tootle should diversify its facilities beyond simply moving people. During this pandemic, everyone wants their favourite food delivered to their doorstep. What the public wants is what Tootle should deliver.

## Quick Run-through:

- Issue Identification
- Issue Analysis
- Recommendations
- SWOT Analysis
- PESTEL Analysis
- Questions



# Thank You!