# Thesis Paper On

## Partner's and driver's attraction and retention Strategies: A study on Uber Bangladesh.

**Submitted To**

**Dr. Md. Masud Rana**
**Associate Professor & Head**
**Department of Business Administration (DBA)**
**Sonargaon University**

**Submitted By**

**MD. TARIKUL ISLAM**
**EMBA-2303030004**
**Program: EMBA**
**Major: Human Resource Management**
**Department of Business Administration**
**Sonargaon University (SU)**

**Date of Submission: 27 December, 2024**

**SONARGAON UNIVERSITY (SU)**

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# Letter of Transmittal

27 December 2024

To
Supervisor
Dr. Md. Masud Rana
Associate Professor & Head
Department of Business Administration (DBA)
Sonargaon University (SU)

**Subject: Submission of Thesis Report on "Partner's and driver's attraction and retention Strategies: A study on Uber Bangladesh"**

Sir,

With due respect and utmost veneration, it is my pleasure to have an opportunity to submit the Thesis Report on **"Partners and driver's attraction and retention Strategies: A study on Uber Bangladesh"**

I highly appreciate the co-operation that I have received in this regard. I put my highest endeavor tgather relevant information in line with my thesis proposal and drew it on this report.

and will enlighten my gaps with your May I, sincerely pray and hope that you will consider my limitations and mistakes regarding drafting this thesis report constructive remarks and thus obligeme thereby.

Yours Sincerely

**MD. TARIKUL ISLAM**
**ID-EMBA2303030004**
**Program: EMBA**
**Department: Business Administration**
**Sonargaon University (SU)**

# Preface

Today we are very much involved in the business era. Only book-based knowledge is not enoughto cope with a real business environment. An effective combination of theoretical knowledge with practical experience is the key to success. Considering this, the thesis program is included in the degree Master of Human Resource Management (HRM) from the Department of Business Administration of Sonargaon University (SU).

I tried my best to collect relevant and significant data as much as possible and prepare the thesis with my best effort. I regret for any undue mistakes in this thesis. If the thesis does little support to any student, teacher, researcher, or analyst, I may consider my effort not to be in vain.

# Declaration

I, MD. TARIKUL ISLAM, a student of MHRM, Department of Business Administration, Sonargaon University, does hereby declare that the thesis report titled **"Partners and driver's attraction and retention Strategies: A study on Uber Bangladesh"** is the outcome of practical work on the topic mentioned above under the supervision of Dr. Md. Masud Rana, Associate Professor & Head, Department of Business Administration, Sonargaon University, Bangladesh.

I also declare that this thesis report is an original work and no part of this thesis has been copied from elsewhere. In addition, I would also like to mention that this thesis report has not been published or submitted for being published or submitted for awarding any degree, diploma, or recognition.

Sincerely Yours

**MD. TARIKUL ISLAM**
ID-EMBA2303030004
Program: -EMBA
Department: -Business Administration
**Sonargaon University (SU)**

# Letter of Acceptance

This is to certify that **MD. TARIKUL ISLAM, ID-EMBA2303030004,** Sonargaon University (SU), Department of Business Administration, has completed his thesis titled on **"Partners and driver's attraction and retention Strategies: A study on Uber Bangladesh"** under my supervision as a part of the partial requirement for obtaining Masters of Business Administration Human Resource Management in Major. This report can be accepted for evaluation.

Dr. Md. Masud Rana
Associate Professor & Head
Department of Business Administration (DBA)
Sonargaon University (SU)

# Acknowledgment

This thesis report is the result of many people's endeavors. But at the beginning, I would like to convey my gratefulness to the Almighty ALLAH for giving me the strength and the ability to finish the task within the planned time. Then I would like to express my gratitude, sincere appreciation, and profound respect to my thesis Supervisor **Dr. Md. Masud Rana, Associate Professor, the Date of Submission: 27 December 2024 Department of Business Administration (DBA), Sonargaon University (SU).** For his generous help, kind supervision and valuable guidance throughout my thesis period.

I would like to thank Saquib Ahmed (Green light Manager) and Nur Mohammad Rony (Key Account Manager), All drivers and partners who help me for acquiring data and all individual of UBER Bangladesh., for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

# Abstract

Human resource means collecting and gathering efficient manpower to achieve the goal set by the organization. Any company would desire for an effective workforce so that it can be operatedeasily and flexibly. A workforce that will give its best to achieve the long and short-term goals ofthat particular company.

This report is based on the topic of **"Partners and driver's attraction and retention Strategies: A study on Uber Bangladesh"**

The overall approach of the report is a descriptive one as it goes into the depth and partner's attraction and retention strategies of UBER Bangladesh. This company widely known as UBER Bangladesh is the leading technology-based Transportation service provider in Bangladesh with more than ten thousand plus cars. To prepare this analytical report both primary and secondary data were used. Among the sources, data mainly collected from the internal annual report of UBER Bangladesh. I have constructed this report under five chapters these are given below.

The first part of this report deals with introduction, objective, background, scope, and limitations of the report. In order to understand the marketing performance of UBER Bangladesh on which the report is carried on. The second part includes company profile of UBER Bangladesh. A brief narration of the overview of UBER Bangladesh given on which I selected for my report. This company structure of UBER Bangladesh, vision, mission & objective, working place, working environment, and task list of UBER Bangladesh. The third part of this chapter tries to show literature review, and here describes what factor impact on perpetual performance, why it is important and what does it means and also added the theoretical framework. The fourth part of the report focuses on the population and the sample for the present study, data collection procedures and data analysis. The fifth part includes findings and recommendation The sixth part of the conclusion part tried to put the gist of the report. UBER Bangladesh has passed a long way since it is providing services. Already it has earned strong market leadership position.

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# Chapter: 01
# Introduction

## 1.1 Introduction

UBER is an on-demand transportation service that brings a revolution in the global taxi industry. The UBER business model has created this for people to tap their smart phones only and a cab has reached their positions at the least possible time. UBER is one of the few tech companies in the world which is worth more than $ 50 billion dollars. UBER has already received an equity fund of $ 8 billion and has 60 countries. UBER is an e-healing service that connects passengers with drivers. California-based companies work as middlemen for tenants and drivers are ordered to order cars, taxis or other types of transport through mobile devices. Garrett Camp and Travis are the brain initiatives and UBER cab founder in March 2009 as a founder of a mobile phone application. The client application can use to submit a trip request that is sent to automatically register the drivers around the user's location. Interested UBER driver can communicate with the passengers and set up a pick-up. UBER is not a taxi service owner of any vehicle for company service. UBER drivers are private car owners who use the platform on the moon. UBER works in600 cities worldwide, including Dhaka, Chittagong and Sylhet.

## 1.2 Purpose of the study

The aim of this study is to examine the performance of UBER in attracting and retaining its valued partners in providing the better transportation service. More specifically this study aimed at meeting the following objectives.

1. To examine the performance of UBER in attracting and retaining partners.
2. To examine the activities if UBER to Acquire Partners.
3. To examine the activities of UBER to Retain Partners.
4. To examine the activities of UBER to manage partners' referrals.
5. To examine the compatible organizational alignment at the UBER
6. To examine the usage of CRM technology by UBER

## 1.3 Motivation of the study

The study attempted to understand the **"Customer attraction and retention strategies at theUBER in Bangladesh**"

**Acquiring knowledge:** Basically, I acquire lots of things in practically. I see, how UBER Bangladesh operate their operation, how they handle their partners and drivers.

**Applying academic knowledge:** When I get any task to perform, I always try to apply myacademic knowledge here and getting success to applying my academic knowledge.

**Adding knowledge:** I learn lots of things from here and get lots of knowledge. Which help me inmy future carrier.

## 1.4 Limitations of the study

Although I have given some efforts to prepare this report as well as still have some limitations tostudy. The main limitation of the study was the incompatibility of primary information. For this reason, I could not collect updated information.

Some limitations are:

- Sample size is to be too small as a result sampling error may be incurred.
- Most of the drivers have not the minimum education to understand the questionnaires.
- To cover all the aspects of the report within one semester is quite impossible.
- Most of the driver and partners don't understand the questionnaires.

# Chapter: 2
# Overview of the organization

## 2.1 Overview of the organization

UBER is an on-demand transportation service that brings a revolution among the global taxi industry. UBER is one of the few tech companies in the world which is worth more than $ 50 billion dollars. UBER has already received an equity fund of $ 8 billion and has 60 countries. UBER is an e-healing service that connects passengers with drivers. California-based companies work as middlemen for tenants and drivers are ordered to order cars, taxis or other types of transport through mobile devices. Garrett Camp and Travis are the brain initiatives and UBER cab founder in March 2009 as a founder of a mobile phone application.

| | |
|---|---|
| Name of the organization | UBER |
| Type | Private held company |
| Industry | Transportation delivery(commerce) |
| Owner | Travis Kalanick, Garrett Camp |
| Founded | March 2009 |
| Headquarter | San Francisco, California |
| Founded in Bangladesh | 22nd November, 2016 |
| Headquarter in Bangladesh | Road:12, Sector:12, 36 SonargongJanapath Road, Uttara, Dhaka-1230 |
| Website | www.uber.com |
| Logo |  |
| Slogan | We will ride together |
| Helpline | 09612111777 |

## 2.2 Vision, Mission & Objective

UBER's mission statement is to "**make transportation as reliable as running water, everywhere,for everyone**."

## 2.3 UBER Core Value

Uber has 14 core cultural values and 8 qualities that all UBER employees are expected to possess.

- Uber's mission
- Celebrate the cities
- Eligibility and hose
- Principal conflict
- Winner: Champion's mentality
- Let's build the builder
- Will always be hustling'
- The customer is indifferent
- Create Big, Bold Bikes
- Create Magic
- Be an owner, not a tenant
- Be yourself
- Optimistic leadership
- Avoid politics

## 2.4 Core Competencies

For the first time, smart phone maps, GPS tracking systems, smart phone payment payments or even ratings and feedback programs have not been discovered. But is they really a well-plannedpackage of these technologies that established customers' favorites in the cloud computing system; An interface where many programs can work together to serve a function.

**Provide access to different types of markets:** UBER's customer interface is universally effective; it can give high-and low-end reliable products for individuals and businesses and canenable the brain behind the operation and enable.

- **Remarkable contribution to the end product perceived customer facilities:** What is available in UBER already exists; any one can access this service. However, the way this package of services is presented is presented and run, which is especially designed to make UBER. UBER understands the advantages of the customers that are separated from the taxi.

- **Competitors are difficult to imitate because it is a separate combination of technology and production efficiency**: UBER approach to attracting different drivers in different countries givesit a higher standing.

## 2.5 UBER's commitments to their clients

Safety is important to all—whether one is in the backseat or behind the wheel. That's why they continue to develop technology that helps make millions of rides safer every day. So, UBER always said, **Safe rides, safer cities**

## 2.6 Products

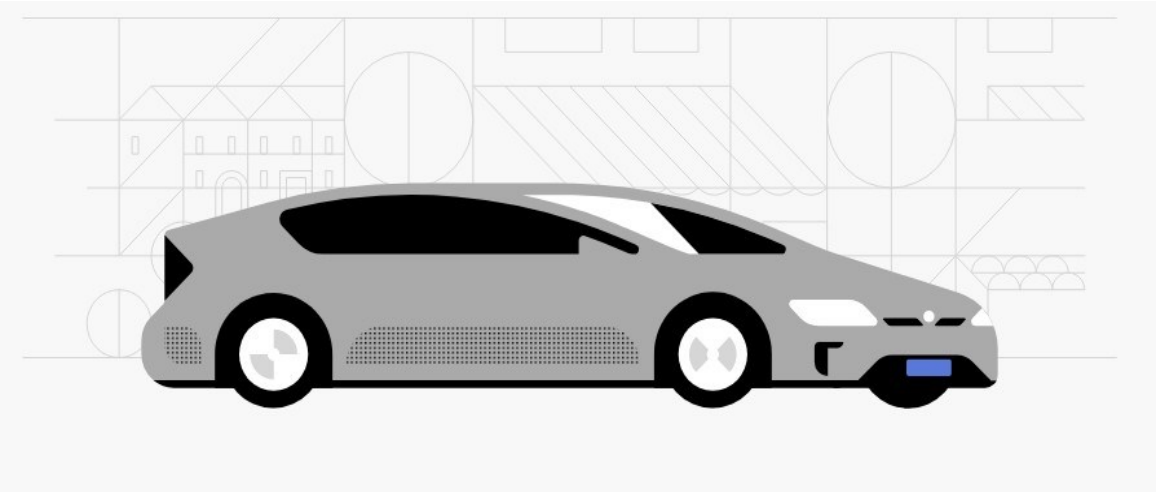
In Bangladesh perspectives UBER have five types of Products

i. UBER X
ii. UBER Premium
iii. UBER XL
iv. UBER Moto.
v. UBER HIRE

**2.6.1 UBER X (Your car, your way)** The most convenient and comfortable way to get around Dhaka. Whether you're looking for a ride to a wedding, or simply want to sit back and stretch your legs, we've got you covered. Choose UBER X when booking a ride, and go places in the comfort of a sedan. Fully air – conditioned, four seater sedans available at your doorstep at the tap of a button. We taking all the cars 1991 to 2005 Models are goes to UBER X.

**2.6.2 UBER PREMIER (Introducing PREMIER – A Step above the Everyday Ride)** At Uber, westrive to make every ride for each one of our hundreds of thousands of riders like you a truly amazing experience. Introducing PREMIER – your business class experience with UBER. After months of preparation and feedback, we are thrilled to introduce this ride option for you. And weteed-off in classy style. Sylhet Sixers' and current and ex-national stars Sabbir Rahman, Hasibul Hossain and Faruque Ahmed were some of the first to use PREMIER as they made their way to their team office for a meeting. Not to be outdone, model Jannatul Peya also found herself a PREMIER on the way to a Friday afternoon engagement in Gulshan Dhaka, PREMIER has been crafted for you, with your feedback, and incorporating everything you've appreciated in your rides with us and our driver-partners.

We taking all the sedan cars 2006 to Above Model are goes to PREMIER.



Some Exceptional sedan cars we take below 2006 above 2001 which is allion, premio,Axio, Nissan blue bird, Ford. We don't onboard any probox, Succeed, Tata indigo, hatchback cars forPREMIER.

**2.6.3 Uber XL (Low-cost rides for large group)** Uber XL is an inexpensive car service. So whetheryou're with a bunch of friends, or simply need a more spacious ride without burning a hole in your pocket, Uber XL is the car service for you. You'll be picked up at least 6 people - includingyourself - after requesting an XL. Cars that we take for Uber XL are Kia Sorrento, Toyota Highlander, Ford Explorer, Hyundai Santa Fe, Ford Flex, Toyota Sienna etc.

**2.6.4 UBER MOTO (MOVE WITH MOTO)** We have come full circle. Along with affordable and comfortable sedan rides in UBERX and PREMIER, we now bring you something for your everyday convenience. Introducing, MOTO with Dhaka being one of the busiest cities in the world, there is no better way to zoom through traffic and save time other than with MOTO and, there is no one better to kick- start our journey other than our national cricketing legend, Mashrafe Bin Mortaza.

Mashrafe took the first MOTO ride in the city this morning. Being an avid fan of bikes, he was very satisfied with his first experience and is looking forward to how MOTO would add even more dimension to how the city moves.




**2.6.5 UBER Hire (multiple destinations: extended time)** UBER hire, Riders can book long-term trips around the day-to-day meetings, shopping or just around the city. "We always think innovative ways to increase the experience for our riders and driver partners, this service aims tobook a UBER for long-term travel to meet the unique travel needs of the city, especially tourists, business travelers, senior citizens and working professionals. Keeps a comfortable and cost- effective Price travel experience, "said Arpit Mundra, General Manager, UBER Dhaka.

UBER is a hyper-local offer for the Dhaka market, and this is a great way to explore and explorethe beautiful city. It's a fast level, a business trip or a day-long trip to explore a city, what's greatfeedback in other cities of UBER hire that it manages (Bass, 2018).

## 2.7 Price

- **Pricing for UBER X:**

  Base Fare: 40 BDT

  Per KM: 18 BDT

  Per Minute: 3 BDT

- **Pricing for UBER PREMIER**

  Base Fare: 50 BDT

  Per KM: 23.5 BDT

  Per Minute: 3 BDT

- **Pricing for UBERMOTO**

  Base Fare: 30 BDT

  Per KM: 12 BDT

  Per Minute: .50 BDT

- **Pricing for UBER XL**

  Base Fare: 100 BDT

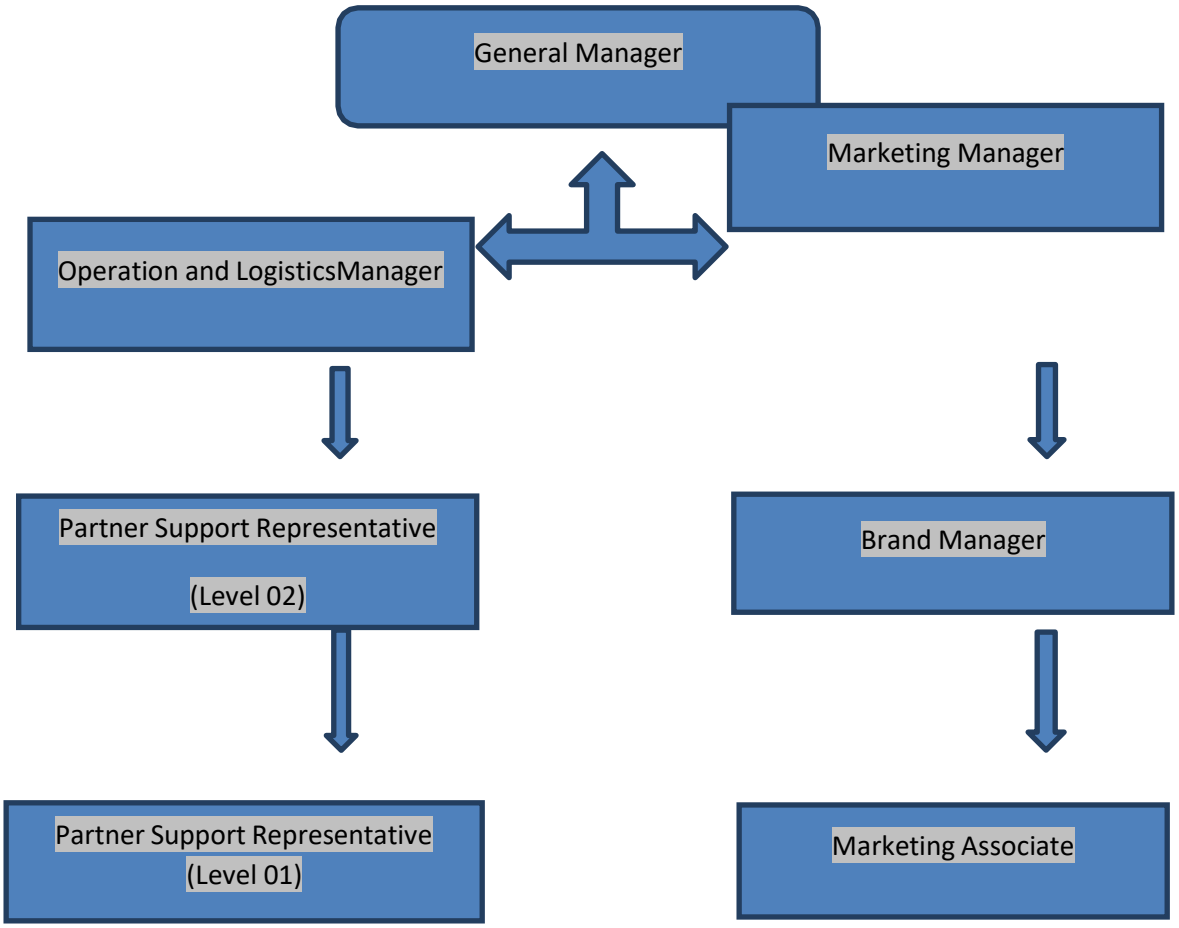
  Per KM: 32 BDT

  Per Minute: 5 BDT

**Pricing for UBERHIRE**

| Fare Breakdown: | HIRE X | HIRE PREMIER |
|---|---|---|
| Minimum Fare (1HR or 10KMs) | 419BDT | 499BDT |
| Additional Charges per min (after exceeding initial time) | 3.5BDT | 4BDT |
| Additional Charges per Km (after exceeding initial distance) | 18BDT | 22BDT |

## 2.8 Organizational Structure of UBER Bangladesh



# Chapter: 3
# Literature Review

## 3.1 Perpetual performance

Perpetual performance consists of achieving the overall performance of the company, attaining market share of the industry with attaining goal and the current profitability. When any a company's overall performance is good and all the things running smoothly, all the shareholders, partners and stakeholders are getting their parts according to overall profit. And company attaining their market share of the industry. Company attaining their goal with the current profitability. And it's called the perpetual performance. And the accomplishment of a given task measured against present known standard of accuracy, completeness, cost and speed. In a contract, performance is demeaned fulfillment of an obligation. In a manner that releases the performer from all liabilities under the contract. And the entire thing doing together is called perpetual performance.

## 3.2 Importance of perpetual performance

Perpetual performance is most important things for every company. How a company runs, is it running good and smoothly or not all the things we got from the perpetual from the perpetual performance. Because in perpetual performance we get achieving the overall performance of the company .it means how a company acquire their partner and their customers, how they retain their partners and customers, what things they do to retain their partners, is it working or not. What kind of actively stress Partners loyalty or retention programs? Based on the value of the partners, what do they accept for customized services? And what kind of steps they take for buildup long-term relationships with their high value partners and customer. These all are included on the perpetual performance. On the other hand company's perpetual performance indicates the company's attaining market share of the industries. And after the investment period they going to the make profit. That also shows the perpetual performance.

### 3.3 Important factors impact on the perpetual performance

There are some factors impact on the perpetual performance.

#### 3.3.1 Achieving overall performance

To achieve the overall performance acquisition means to perform all the tasks of the company. That means the company should first determine the business performance goals. For example, services can be part of the industry which may try to achieve high customer satisfaction in the company, when a production company can produce increasingly every year, other corporate career goals are HRVinet, effective functioning, and if a company, according to employee morale or a good public image management forum. Believe that lack of employee skills, a Invest in Corporate Training. Negative stress of business and the need to improve its image hire a strong public relations relationship with clients of the same industry. At the beginning of each fiscal year, the budget could generate some additional funds for achieving goals for several years. So, all things related to the achievement of a company's overall performance.

#### 3.3.2 Attaining market share

For the perpetual performance attaining market share is a very important part. Companies increase market participation through innovation, strengthen customer relationships, gain competency skills, and get employment. It is the percentage of total market control for a company's market share for its products and services.

Market share is calculated by selling a company's overall market unit or by percentage percent. Selling method uses percent, if a company's annual sales is $ 1 million and its total sales for the year is $ 100 million, the company's market share is 1%. Under the percentage ratio of the unit, a company that sells 50,000 units a year is an industry segment where 5 million units are sold per year, the market share of 1%.

Keep companies in high market partners a competitive advantage. Companies with high market partners get better prices from suppliers because their large orders increase their purchasing power. Also, increased market growth and greater production are hand in hand, after which the company reduces the cost of producing a separate unit due to economic scale.

Therefore, the share of the market is very important for endless performance.

### 3.3.3 Attaining growth

Attaining company growth is also an important factor for the company. And it depends on the overall performance of the company and that most companies struggle to grow, regardless of their size, small companies want to grow, big companies want to get bigger, companies will haveto increase at least once in a year to actually increase their costs for their timeframe. Including time passage increased expenditure on wage increases and employment benefits as well. Even if the revenue of any other company does not increase, the cost of these two areas will be almost increased. It is not possible to pass this extended expense to customers and clients in the form of high value. As a result, if the business continues to grow then it will increase. Thus, sometimes companies take some steps to achieve their growth.

**3.3.4 Licensing** These steps may be willing to extend its licensing with a strong extension and its most advanced technology are often recommended for organizations as their own proprietary technologies, because competitor's will develop a company at any time. Licensing is one method that can be used to maximize the benefit that a firm can gain from its technology. It is a way to gain wealth to finance future research and development efforts.

**3.3.5 Sell Off Old Winners** Some organizations are involved in a comprehensive effort to develop themselves as mature "cash cow" operations to focus on their new or innovative line products or services. This option may appear to be contradictory, but analysts believe that traders can cut the maximum price for such attempts and true assets. This line of thought is a complementary old technology or product divider. For example, emerging markets in Latin America and Eastern Europe have become favorite places for selling products or technology for companies that do notattract high levels of interest in the United States. These markets do not yet carry state-of-the-art products, but they may also benefit from older models.

**3.3.6 New Markets** Some businesses are able to protect significant organizational growth by tapping into new markets. Creating additional needs for a firm product or service, especially in a market where competition can still fully develop, can inspire a tremendous growth for a small company, although competitive vacuums will usually close this event shortly. In the last ten years, many small organizations have become an online marketing presence as a tool to reach their traditional markets. If they are not in the market yet and sell online, then this area can be discovered.

New product development: Creating new products or services is one of the primary methods which companies make big In fact; the development of new products is the development strategyof most companies.

Outside financing: Many small companies start their funding sources for funding, small private firms search revenue from banks, private investors, government agencies or venture revenue organizations.

## 3.4 Current profitability

Profitability is beneficial for company's heart and long-term survival of the company, of course,the company's overall performance profit. The total profit of the company is after all expenses related to the production, production and sales are deducted later. The profit bank means that it goes directly to a company's owner or partner or partner or it is rebuilt by the company. For profit, any company, initial goal, and an organization that is not primarily investor or financial, can be the target of the profit company. Without adequate capital or financial resources, a company is durable and used to run, business failure is imminent

The last line is, no company can survive for a significant time and without making profit. In thatcase, the measure of a company's profitability, both present and future.

## 3.5 Acquire Partners

UBER made various kinds of attempts to attract prospective Partners in order to coordinate messages across media channels like newspapers, FM radio, Online advertising etc. UBER have some formal system in place that differentiates targeting of their communications based on the prospect's value, There are various prices in different UBER so that different types of partners can acquire. Sometimes UBER proposes different proposals to the partner based on their economic value. UBER is such a big name, that people are already waiting for the taxi to start their city service. So sometimes it's very easy for those UBER -easy partners to achieve. And partner acquisition of their shares based on partner quality, according to the UBER difference.

### 3.5.1 Retain Partners

To acquire partners, it more important and tougher task is to retain partner. Because sometimes company gives so many interesting offer or gift or privilege for acquire partner but after some days if the company can’t continue this some partner going away. So in that situation UBER takes lots of action for that. UBER maintains an interactive two-way communication with their partners and actively forces partners' loyalty or maintenance programs. Combine UBER Partner's contact points (e.g., mail, telephone web, fax, face-to-face) with partner information. UBER tries to customize the services based on the partner's value for the maintenance of partner. UBER always strives to build long-term relationships with partners and drivers. For that it provided lots of target based offer for their existing partner and drivers.

### 3.5.2 Activities to Manage Partners Referrals

UBER gives the referrals bonus for the new and existing partner and drivers .if any existing partner bring or convinced to their friends and family or someone who is totally new in UBER and those who have a car and this car is not registered in UBER they get the referral bonus from UBER. So, UBER give the referral bonus to referee and referral. And UBER systematically trackreferrals. And also new supply gets the joining bonus too. Based on the value of the partners, UBER acquired partners, different incentives for referral generation. And it’s very important for the new supply.

### 3.5.3 Compatible Organizational Alignment

UBER planned training method to help staff separately with higher and lower-value partners. So here some employees are called big fleet which is dedicated to high-valued partners. Inspiration UBER Employees Award for creating and deepening relationships with high quality partners. And there are various service packages for different partner UBER. Each of their service packages is organized to respond well to the partners' groups with different profits. UBER organizes differentiated treatments and products for their employees to provide power to various partner partners for their service packages.

### 3.5.4 CRM Technology

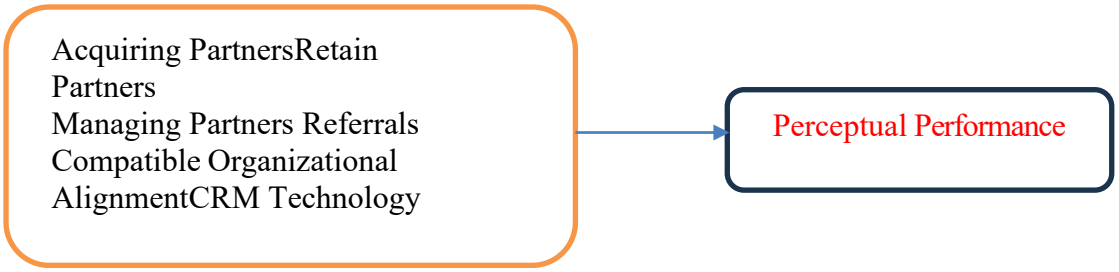
UBER invest in technology to acquire and manage "real time" Partners information and feedback. They always try to maintain relationship with their partner and driver. They always update their partner and driver for every simple change and update. And it’s help UBER to increase their resource larger and get the competitive advantage in this market.

### 3.5.5 Perceptual Performance

So, to do all the things UBER create a unique value in the transportation market in Bangladesh. They attaining the major market share and attaining growth of the market. And after the investment period they going to the make profit.

## 3.6 Study framework

This study framework consists of several variables. Here try to shows the performance of Activities to Acquire Partners, Activities to Retain Partners, Activities to Manage Partners Referrals, Compatible Organizational Alignment, CRM Technology in Perceptual Performance.




### 3.6.1 Acquiring Partners- Perceptual Performance

UBER has some formal system that separates their communication targets based on the probability value, which can be used by various channels to get different types of partners, which have different prices. Sometimes UBER proposes different proposals to the partner based on their economic value. Acquiring new partners and drivers is a very important part of the operation running smoothly, because new supply is most important in business and it's an important part of perceptual performance as well. New partner acquiring plays an important role in achieving overall performance and attaining market share.

### 3.6.2 Retain Partners- Perceptual Performance

Retaining partners plays an important role in achieving overall performance and attaining market share. When partners get the good profitability from the business and their business attaining the growth then they become the loyal to the company and company perform in their perceptual performance.

### 3.6.3 Managing Partners Referrals- Perceptual Performance

For the new supply and existing supply partner's referrals bonus is very important. UBER gives the referrals bonus for the new and existing partner and drivers. This referral bonus increases the partner's motivation and profitability as well. It helps to attaining the business growth. And end of the day UBER perceptual performance is going better.

### 3.6.4 Compatible Organizational Alignment- Perceptual Performance

For different types of partners, UBER has various services according to their price Package. Each of their service packages is organized to respond well to the partners' groups with different profits. UBER organizes differentiated treatments and products for their employees to provide power to various partners for their service packages. And these things help UBER to achieving the overall performance and getting the business growth as well. So, Compatible organizational alignment plays an important role in perceptual performance.

### 3.6.5 CRM Technology- Perceptual Performance

UBER improve their technology to and manage acquire "real time" Partners and feedback information. They always try to maintain relationship with their partner and driver. They always update their partner and driver for every simple change and update. And this thing is very important for their perceptual performance. Because when they have the each and every information about their partners and drivers then they can take any step for company partner's relationship

## 3.7 Methodology

A proper methodology is always necessary for a successful accomplishment of the study. It helps to organize and analyses data and information through a systematic process to achieve the ultimate goal and objective of the study. And in this chapter my study area, population, demographic sampling, sampling techniques, materials for gathering information, data analysis, and then finding and recommendations. The methodology I use to prepare the project as follows:

## 3.8 Population and sample for the presents study

**Population** set of complete elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher. In this study the population was total number of driver and partner of UBER Dhaka according to their age and gender.

**Sample,** for some research, enough study of the population could be big enough to include all of them in the study. But a study could all be entail to a large population which may be studied. A part of the population is called a demographic sample. A sample of this study, therefore, is a small group 3 - 4 material drawn through a specific method of an accessible population. The fact that these samples made is actually studied. In this study, there were 60 respondents in the population sample.

Sample for research design is an important element. This is the process of reaching the conclusion of the total population using a brief number of a total population. Following pattern design process as follows-

- The desired population.
- Sample frame.
- Normal size

### 3.8.1 Target Population

The target population of this report is the drivers and partners of UBER Dhaka. Population is the collection of potentially all individuals, material or interest measurements.

### 3.8.2 Sample Line Frame

Such sample frames are not available for this research. The partners and drivers of the UBER Dhaka of all ages and sexes are considered.

I have surveyed 60 drivers and partners of UBER to their **attraction and retention strategies** of their company. Also in my survey questionnaire's, I developed 27 questions which consists of Activities to Acquire Partners, Activities to Retain Partners, Activities to Manage Partners Referrals, Compatible Organizational Alignment, CRM Technology and Perceptual Performance

# Chapter: 4
# Data Collection

## 4.1 Data Collection Procedure

There are many ways to collect the data for a report. The resources are as many as we can collect All the required information were gathered at the source through informal interviews, careful observation, consultation of books, UBER Bangladesh internal circulars. For this purpose, the drivers and partners has been interviewed. However, the basic data collections are occurred by two ways.

- Primary Data sources
- Secondary data sources

### 4.1.1 Primary Data Sources

Results from a survey based on a questionnaire about Customer attraction and retention strategies at the UBER BD

### 4.1.2 Secondary Data Sources

To collect secondary data, I went through the relevant books for the topics, went through the research paper and articles. Find out the journals and browse through internet.

### 4.1.3 Questionnaires

A questionnaire is prepared on a set of 27 statements. The questionnaire includes 5-apoint linker scale.

### 4.1.4 Survey

A survey will be conducted using the questionnaire among drivers and partners of Dhakacity.

## 4.2 Data Analysis

This data is taken from the drivers and partners. And analysis this data for try to find out the realscenario of attraction and retention strategies of the UBER Bangladesh.

### 4.2.1 Activities to Acquiring Partners

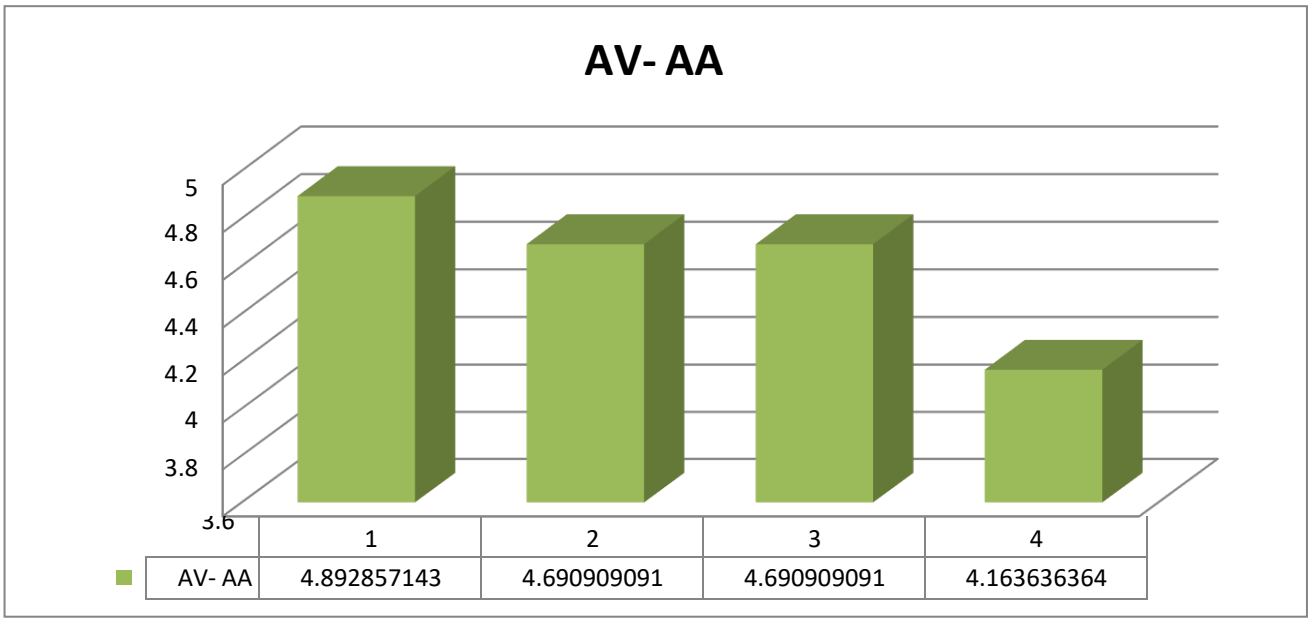
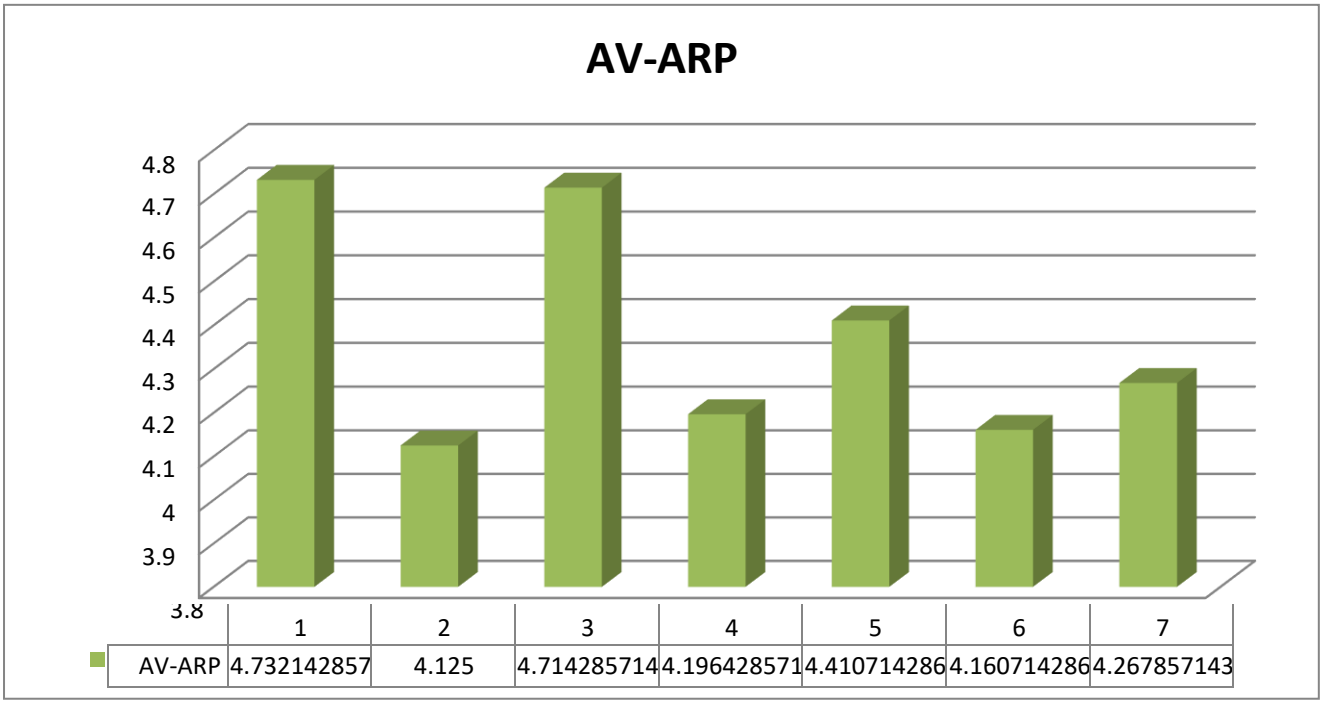



Figure 1:

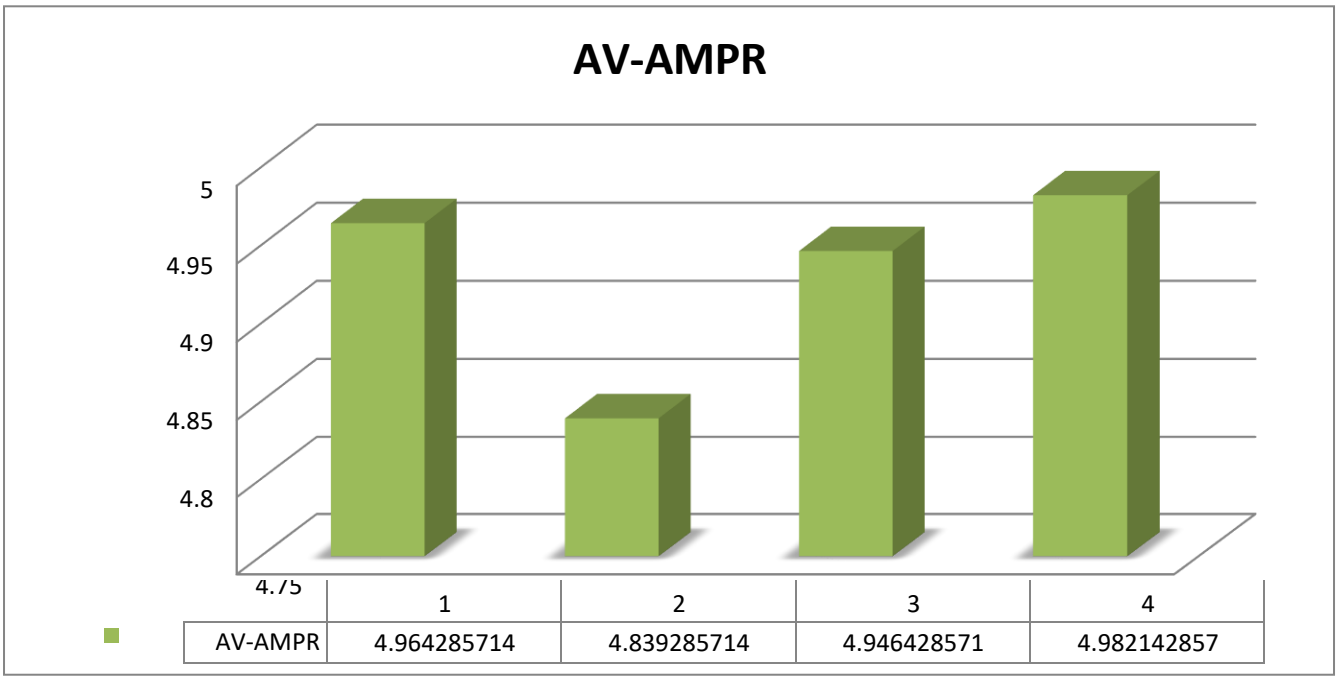
From the graph it can be said that UBER try to attract prospective Partners in order to deliver messages across various channels is very strongly because it's average is 4.9.and dramatically the average number is same 4.69 for formal system in place that differentiates targeting of their communications based on the prospect's value and give different offers to prospective Partners based on their economic value. And at last UBER differentiate their acquisition investments based on Partners value is 4.16. That means UBER is not differentiate their acquisition investments based on Partners value.

### 4.2.2 Activities to Retain Partners



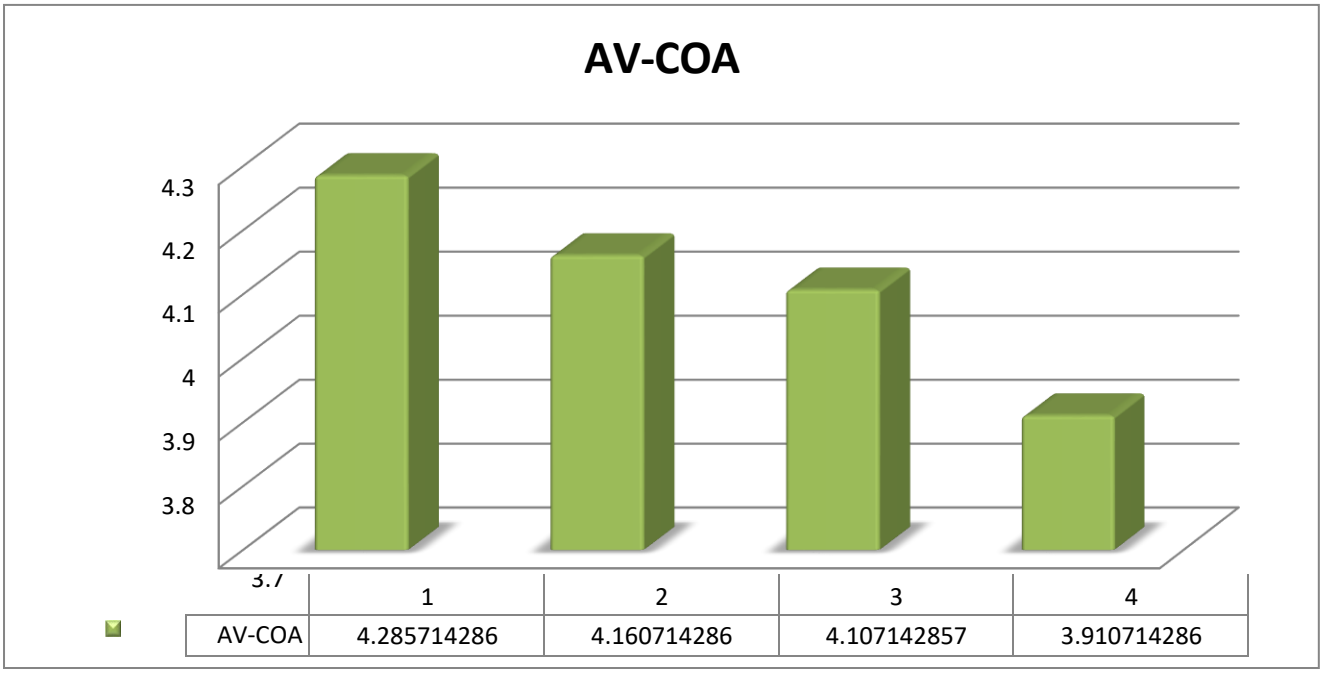

From the graph, it can be seen that, for the Retailing Partners UBER focus more on maintains an interactive two-way communication with their Partners, and its average rating is 4.73, And later UBER partners contact partner contact points (example: email, telephone web, fax, face-to-face) and its ratings are 4.72 and the lowest average of 4.13 and UBER is a formal system their communication target difference based on their potential value

### 4.2.3 Activities to Manage Partners Referrals



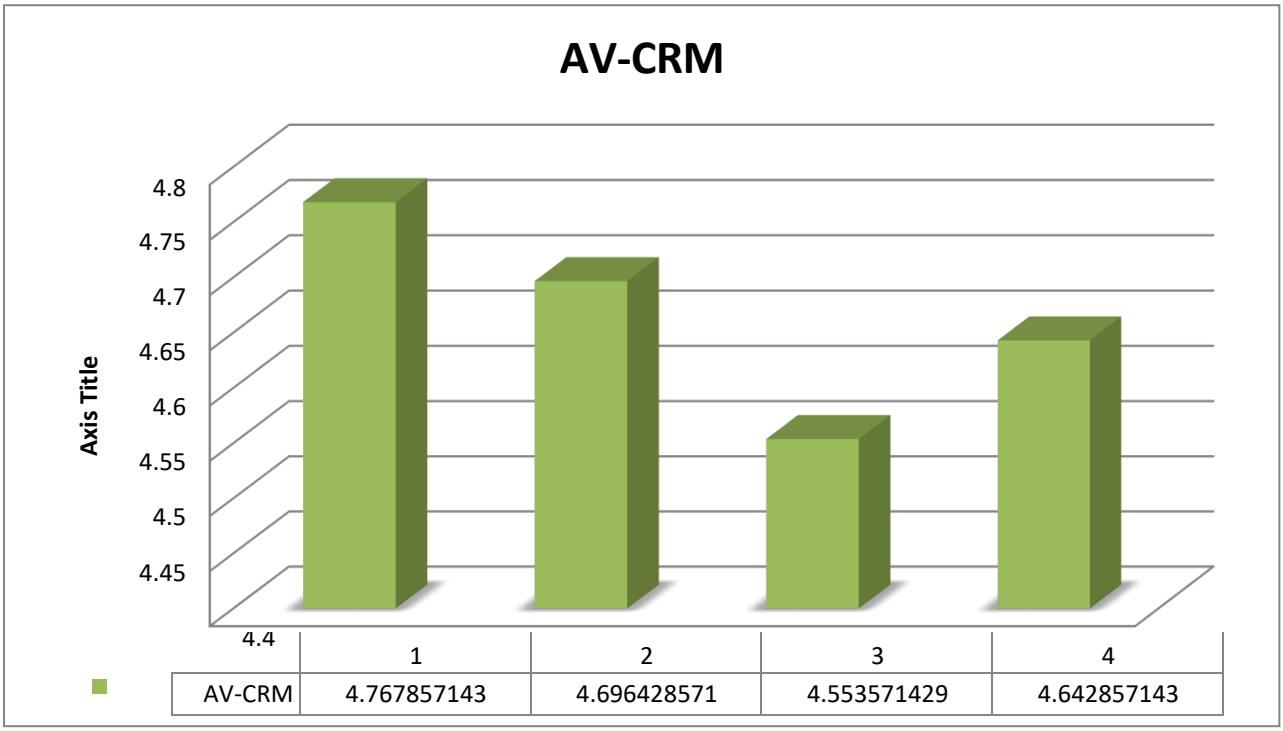

From the graph, it can be seen that UBER's activities is very strong in Manage Partners Referrals. Because UBER systematically provides different incentives for referral generation based on the referrals track, UBER provides current partners encouraging new potential partners to acquire and based on the acquired partner rating value 4.9. And the partners try to actively manage the referral process 4.83.

### 4.2.4 Compatible Organizational Alignment



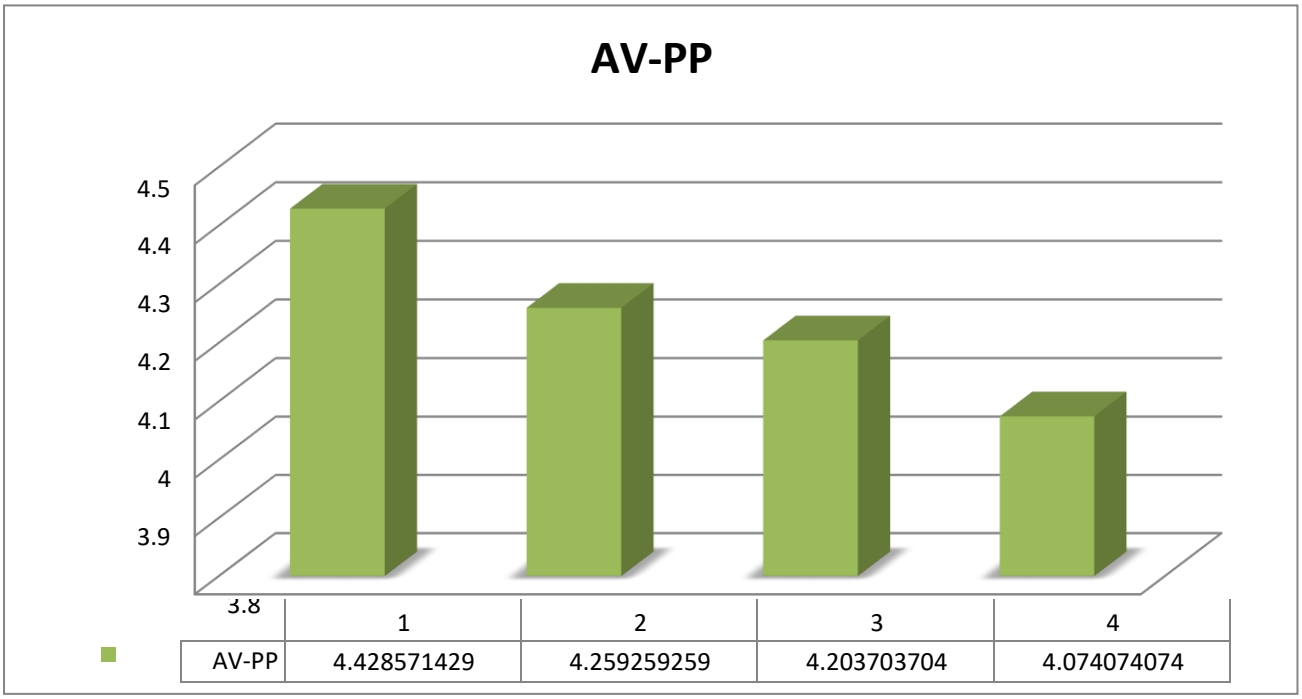

From the graph, it can be seen that, UBER is not good in Organizational Alignment. Because UBER people cannot offer partners treatment and products to represent the various partners and represent energy for their product package. And for that the average 3.91 in UBER, on the other hand, manage systematic training methods to help employees with different high-and low-value partners. And its average rating is 4.28.

### 4.2.5 CRM Technology




From the graph, it can be seen that, in CRM technology UBER doing good. And they invest a lot in technology to manage and acquire "real time" Partners feedback and information. So thatin this area the rating is 4.77 and in CRM technology area the lowest rating is 4.55, for the potential Partner's UBER have technologies that allow for one-to-one communications. This rating is not the relatively low. Though partner gives 4.64 for larger information technology relative to their competitor's quality.

### 4.2.6 Perpetual Performance




From the graph, it can be seen that, the Achieving overall performance's average is 4.43 and that is huge for UBER, because in only one year this rating is really good. And then attaining market share's average is 4.25 and the average of attaining growth is 4.20. And very important part is Current profitability and that is 4.07 out of 5.and that is not bad at all.

# Chapter: 5
## Finding of the Study

## 5.1 Findings of the study

A study on Uber in Bangladesh reveals key findings regarding user satisfaction and system efficiency. Users prioritize safety and security, which significantly influences their overall satisfaction. Additionally, factors such as the destination display system, customer care service, and pricing are crucial for perceived system efficiency. The research utilized a questionnaire to gather data from 500 respondents in Dhaka, emphasizing the importance of app functionality and customer support in enhancing user experience. Recommendations for improvement and future research directions were also provided to assist policymakers in enhancing ride-sharing services in Bangladesh

**5.1.1 Don't have differentiated acquisition investments based on Partners value** UBER don't differentiate their acquisition and investments based on Partners value. But it's very important because all the partners don't have the same educational background and their economic condition is not same.

**5.1.2 Services are not routinely tried to customize based on the value of the partners** UBER doesnot attempt to customize the services based on the partners and the value of the driver. That's might create impact on the business because a company should have established a different service based for their different value of partners and drivers.

**5.1.3 Systematic training procedures for employees** UBER don't give quality training procedures for their employees that helping deal with differently high- and low-value Partners.

**5.1.4 Reward employee_**in employee award system employees should be motivated to perform their highest level. Employees encourage workers to be proud of their work for the safety and progress of work. As you devise an employee award system for our business, remember to ask for input from our employees who have no right or wrong system, and help them create a system that works for us.

**5.1.5 One-to-one communications with potential Partners** one to one communication is veryimportant in business. Because in partnership business every partner is not same so their communication style should be different and unique. So for run a business smoothly a company should establish a one to one communication system.

# Chapter: 6
# Recommendation And Conclusion

## 6.1 Recommendation

- UBER should differentiate the acquisition investments based on Partners value. Because it's very important for all the partners who don't have the same educational backgroundand where as their economic condition is not same.
- UBER should give introduce a quality training procedure for employees that helpingthem to deal with differently high- and low-value Partners
- UBER should take step to customize their services based on the nature of the Partners and drivers. That's might create impact on the business because a company should have established a different service based for their different value of partners and drivers.
- UBER should give more facilities to its drivers, rider, and partners, for that they areinterested to work with UBER.
- In terms of competition, UBER Bangladesh should look into the other future competitorsso that they can tailor their strategy accordingly.
- A team should be dedicated to always research market insight which is always changingovertime.
- A better digital marketing strategy should be improved a lot to make the visibility everywhere in front of the customer's interface.
- An understanding of local culture should be drilled down to realize better performance.
- Partner's feedback should be taken seriously so that improvements can be taken on time.
- Future developments should be in the inventory so that they can contribute better.
- UBER Bangladesh should also make a better branding strategy in line with global strategy so that customer perceives the brand in a global standard.
- Introduce the reward system of employee's that motivates employees to perform at theirhighest level.

## 6.2 Conclusion

Startups and big corporations have shown great support for ride-by-share movements. The response from the share sharing platform to the consumers has been extremely positive, as demonstrated by their global mundane growth. However, there are some push backs on important issues for platform-based services. Trust has been one of the most related topics for both riders and drivers, in particular. Round-sharing is a hot-button between cities around the world and just so much. How the cities will be managed this day and a complex process in the future? Like listening to current needs and trends, it is just as important to predict the future. The technology that is currently at development rates, it can interfere with plans that are years of creation. During the city planning process, accounting should be considered for the future trends of the government to avoid surprises in the streets.

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- **BSS (February 14, 2018). Uber launches uberHIRE in Dhaka. Retrived on (date)from www.thedailystar.net.**
- Uber blog (15 september) Introducing PREMIER – A Step Above The Everyday Ride
- https://www.uber.com/en-BD/blog/dhaka/dhaka-your-ride-choices-are-arriving-now/

# Appendix

## Questionnaire

### Partners and drivers attraction and retention strategies at the UBER BD

**Dear Respondent:**

I am a student of EMBA program at **Sonargaon University** doing a report on **UBER BD** as a partial requirement for the fulfillment of the degree. **Drivers and partners attraction and retention strategies at the UBER BD,** I am collecting data from the respected respondents at your Company.

Please put your valuable opinion and answer the following questions. I assure you that your information will be used only for academic purpose.

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **Gender** | Male | | Female | | | | | |
| **Age (Year)** | **20-30** | | **31-40** | | **41-50** | | **50 and above** | |

With regard to the different aspects of partner's attraction and retention at the UBER, to what extent do you agree to the following statements?

| **Question Items** | **(5) Strongly Agree** | **(4) Agree** | **(3) Neutral** | **(2) Disagree** | **(1) Strongly Disagree** |
|---|---|---|---|---|---|
| ***Activities to Acquire Partners*** | 5 | 4 | 3 | 2 | 1 |
| UBER made attempts to attract prospective Partners in order to coordinate messages across media channels | 5 | 4 | 3 | 2 | 1 |
| UBER have a formal system in place that differentiates targeting of their communications based on the prospect's value | 5 | 4 | 3 | 2 | 1 |
| UBER systematically present different offers to prospective Partners based on their economic value | 5 | 4 | 3 | 2 | 1 |
| UBER differentiate their acquisition investments based on Partners value | 5 | 4 | 3 | 2 | 1 |
| ***Activities to Retain Partners*** | 5 | 4 | 3 | 2 | 1 |
| UBER maintains an interactive two-way communication with their Partners | 5 | 4 | 3 | 2 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| UBER actively stress Partners loyalty or retention programs | 5 | 4 | 3 | 2 | 1 |
| UBER integrate Partners information across Partners contact points (e.g., mail, telephone. Web, fax, face-to-face) | | 4 | 3 | 2 | 1 |
| UBER are structured to optimally respond to groups of Partners with different values | 5 | 4 | 3 | 2 | 1 |
| UBER systematically attempt to customize services based on the value of the Partners | 5 | 4 | 3 | 2 | 1 |
| UBER systematically attempt to manage the expectations of high value Partners | 5 | 4 | 3 | 2 | 1 |
| UBER attempt to build long-term relationships with their high value Partners | 5 | 4 | 3 | 2 | 1 |
| ***Activities to Manage Partners Referrals*** | 5 | 4 | 3 | 2 | 1 |
| UBER systematically track referrals | 5 | 4 | 3 | 2 | 1 |
| UBER try to actively manage the Partners referral process | 5 | 4 | 3 | 2 | 1 |
| UBER provide current Partners with incentives for acquiring new potential Partners | 5 | 4 | 3 | 2 | 1 |
| UBER offer different incentives for referral generation based on the value of acquired Partners | 5 | 4 | 3 | 2 | 1 |
| ***Compatible Organizational Alignment*** | 5 | 4 | 3 | 2 | 1 |
| UBER have systematic training procedures for helping employees deal differently with high- and low-value Partners | 5 | 4 | 3 | 2 | 1 |
| UBER reward employees for building and deepening relationships with high-value Partners | 5 | 4 | 3 | 2 | 1 |
| Their every service package is organized in a way to optimally respond to Partners groups with different profitability | 5 | 4 | 3 | 2 | 1 |
| Organizing people (i.e., changing organizational structure) to deliver differentiated treatment and products to different Partners segments presents a strength for their service packages | 5 | 4 | 3 | 2 | 1 |
| ***CRM Technology*** | | | | | |
| UBER invest in technology to acquire and manage "real time" Partners information and feedback | 5 | 4 | 3 | 2 | 1 |
| UBER have a dedicated CRM technology in place | 5 | 4 | 3 | 2 | 1 |
| UBER have technologies that allow for one-to-one communications with potential Partners | 5 | 4 | 3 | 2 | 1 |

| | | | | | |
|---|---|---|---|---|---|
| Relative to their competitors the quality of their information technology resources is larger | 5 | 4 | 3 | 2 | 1 |

| Relative to their competitors, how does this organization perform concerning the following statements? | **(5) Much better** | **(4) Better** | **(3) Same level** | **(2) Worse** | **(1) Much Worse** |
|---|---|---|---|---|---|
| ***Perceptual Performance*** | | | | | |
| Achieving overall performance | 5 | 4 | 3 | 2 | 1 |
| Attaining market share | 5 | 4 | 3 | 2 | 1 |
| Attaining growth | 5 | 4 | 3 | 2 | 1 |
| Current profitability | 5 | 4 | 3 | 2 | 1 |

**Thanks for your participation in the survey**