



Strategic Roadmap for Overall Organization

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Situational Assessment



Organizational Environment

- Positive brand image i.e. sense of trust
- Services provided are not unique; can make survival in the market a threat in future
- Low number of drivers, low commissions, low profits
- Lower prices, promotional discounts- critical factor for Lyft

Competitive Environment

- Regulatory issues, lawsuits and liabilities
- Low barrier for entry
- Dynamic pricing decides customers ride choice
- Competition from individual companies offering similar services e.g. Uber

Factors Critical for Success

1

Service
Differentiation

2

Resources
and Expertise

3

Industry
Competition

Relevance of Strategic Frameworks



3

Porter's Five Forces helps identify the industry structure & analyze external competition which is pivotal for expansion. However, there are other strategic frameworks which will be more significant.

2

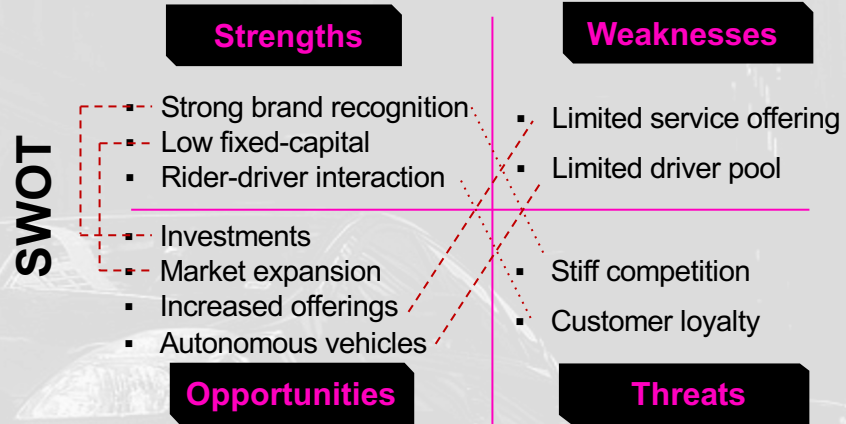
SWOT helps to understand how the Internal factors can be utilized to capture & reap maximum benefits from the Opportunities, & minimize the Threats.

1

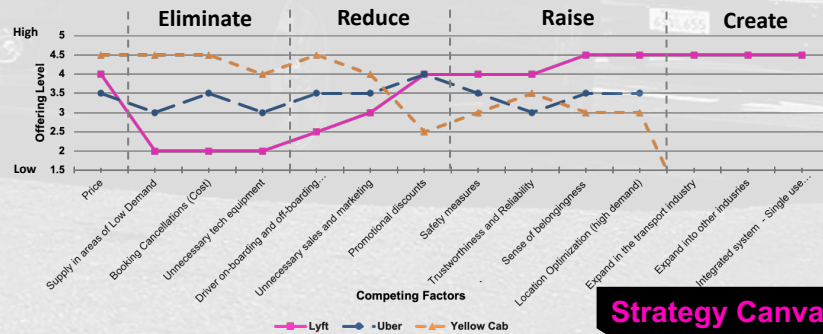
The Blue Ocean Approach will help Lyft to compare factors on the ERRC Model and specifically identify factors which it needs to raise, and create, to become the market disruptor and enter the blue ocean.

Insight Matrix will also act as a very effective framework, where Lyft will be able to develop a Creative Combination using the competing factors, whilst also comparing them with all the relevant industries, players in transport, food delivery, tickets, insurance, rewards, etc.

Appropriate Strategic Models



BLUE OCEAN



Strategy Canvas



Recommended Strategy: Increase Core Service Offering

Eliminate

- Supply in areas of low demand
- Booking cancellations
- Unrequired tech equipment

Reduce

- Driver onboarding costs
- Unnecessary marketing costs
- Promotional discounts

Raise

- Safety measures
- Trustworthiness and reliability
- Location optimization

Create

- Increase offerings within the transportation field: **airport services**, **rentals**, **school services**, and etc.
- Increase offerings outside the transportation field: **flight bookings**, **hotel reservations**, **payment services**, **insurance services**, and etc.
- Integrate all the services into one single platform

Blue Ocean Approach



Strategic Roadmap Components

Mission

To provide customers with services inside and outside the transportation field

Vision

To build a multi-dimension platform of convenient and variable customer-centric services

Opportunity

Capture the market by being the first mover in providing multi-dimensional services such as payments, insurances, tickets, and others

Selected Strategy

Expansion into other services: first within transport industry, then to other markets (insurance, tickets, payments, delivery).

High-level tactics/milestones

Coming up with the appropriate services of expansion by analysing current market trends and understanding customer needs.



Timeline & Implementation

Strategic Roadmap

Supported by...

- Market Research/Analytics
- Understand customer needs
- Employ the R & D team to analyze current data
- Hire data scientists to develop a beta model based on findings.
- Gain extensive customer feedbacks for improvements and function diversifying
- Started by way of a pilot and further rolled out in the market
- Fix technical bugs
- Without any technical defects
- Extend final contract to all the third-party partners
- Demands heavy investment into targeted marketing
- Further utilizing the data to provide customized offerings

Milestones

DEVELOP

TEST

LAUNCH

Now



1.5 yrs




1 yr



N yrs




Potential Roadblocks

- Inadequate resources and expertise in place

- Low market accessibility
- High cost
- Test data is not optimistic, prevents things from going further

- Regulations
- Increasing amount of data cause means increasing need for advanced analytics



Thank You...

Questions ?