

# Competition

- Direct
  - Uber, Ola, Mega Cabs, Yatayat, Oneway cab
- In-direct
  - Local taxi unions, Oneway Ride services

# Vision

- **Mega Cabs**
  - Vision - 'We envision growing and moving ahead in the support service industry & eventually become the preferred and the trusted partner for our clients.'
- **Meru Cabs**
  - Vision - 'Our vision is to give urban commuters in India a world class travelling experience, by using technology that has evolved in developed countries over the past twenty years.'
  - Menu – unconditional reliability, always.

# Mission Strategy

- **Mega Cabs**
  - Mission is to provide impeccable, cost effective service and be a reliable, flexible associate for our clients.
- **Meru Cabs**
  - Earn employee trust and let them earn to their full potential

# Current employees

- Mega Cabs
  - Between 1000 and 5000
- Meru Cabs
  - Between 1000 and 5000

# Business models – their presence

## **Meru Cabs**

§ They operate in following cities:

§ Mumbai, Delhi NCR, Lucknow

§ Ludhiana, Chandigarh, Jaipur, Jodhpur

§ Ahmedabad, Vadodara

§ Surat, Kolkata

§ Kolkata, Pune, Hyderabad

§ Bhubneshwar, Vishakhapatnam

§ Mysore, Coimbatore

§ Chennai, Kochi

# Target Market

## **Meru Cabs**

- They are targeting any urban commuter irrespective of age group within the city they operate in.
- Their USP is safety, reliability and trust

## **Mega Cabs**

- They are targeting any urban commuter irrespective of age group within the city they operate in.

# Revenue model

## Meru Cabs

- 50% by sharing with Car owned drivers
- 50% Pre-owned cars by the company
- They started in 2006 with complete pre-owned cars. From 2011-12, they started operating driver owned cars.
- They did this change to grow rapidly capture maximum market in this space.

## Mega Cabs

- 100% Pre-owned cars by the company
- The company started in 2001 but they started rebranding themselves from 2013-14.
- This is by providing premium service to the corporate and institutional clients. As they see this as a niche market segment where no other player is focusing strongly.

# Strengths and Weaknesses

## Mega Cabs

- **Strengths**

- They are targeting very niche market for premium customers.

- **Weaknesses**

- Not maintaining service standards

## Meru Cabs

- **Strengths**

- First mover in the market with such a huge owned fleet to maintain the service standards.
- Trust factor is high among Drivers and Customers

- **Weaknesses**

- Fast Technology adoption

# Pain points

## Meru Cabs

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<https://play.google.com/store/apps/details?id=com.winit.merucab&hl=en>

## Mega Cabs

§ They are not giving good service experience

§ Seems they have a huge dip and last Android app release was on 27 July 2016.

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<https://play.google.com/store/apps/details?id=com.megacabs&hl=en>

# Product Performance

## Mega Cabs

- Android app downloads between 1 to 5 lacs
- No evidence of iOS app
- Play Store ratings: 3.0
- **App review**
- App got crashed in my android device.

## Meru Cabs

- Android app downloads between 1 to 5 millions
- For iOS, only 1157 reviews are there, so expected downloads are very less.
- Play Store ratings: 3.8
- **App review**
- Liked 2 points: Splash screen and Notify functionality
- UI is not up to date with latest user experience trends
- Functionality remains mainly same of Ride Now or Later

# Mega Cabs

- Now again they have started re-branding themselves and currently they are focusing for premium customers.
- I think excelling in this niche market along with some more like oneway rides and premium outstation ride services should come from them.

# References

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THANK you