

COST AND REVENUE MANAGEMENT IN UBER

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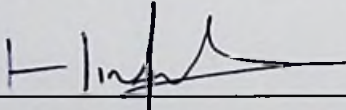
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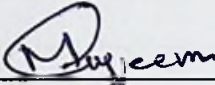
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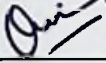
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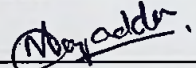
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ABSTRACT

By considering various economic and social forces have been involved in which they have led to changes the work organized system, in which Uber is a big platform of business model, that has been easily generated driver and customer relationship. This research shows that there is a need to create understanding that how to reflect this context with empirical research. As in this paper the study shows that we have conducted the cost and revenue of uber, their methods, operations, terms and conditions by emerging Uber phenomenon.

Uber allows people to book and share their ride in private cars via their smartphones. Including it headquarter in US it operates in 60 other countries in which Pakistan also share its part and enhances its strong presence in Asia pacific region.

This project involves uber development and growth it introduced with US then its global expansion in other countries and explore the Uber technology with detailed analysis of all aspects, it explores company structure, operational and marketing strategies to generate its revenue and for-profit maximization.