Opportunities and Threats for Bike Sharing Company after Covid-19 with Special Reference to Rapido in India

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ABSTRACT
India is the second largest populated country in the world. In the globalized world, today's service is moving towards easy to access with an affordable price and also with availability at least time. Rapido is a bike service provider. Basically, it is related to a short distance service provider, less expensive and more helpful in rush-hour traffic and India's biggest bike hailing service provider with at least an extra promotion code. Rapido was founded by IIT grad Aravind Sanka, Pavan Guntupalli, and Rishikesh SR in November 2015 . Nowadays, the viewing of its competitors requires more corrective action for these services. This paper is regarding rapido as bike hailing service, study of it's opportunities and threats before and after covid.
Keywords: Rapidly, Bike Service, Bike hailing, Traffic

INTRODUCTION

Rapido, India's first and largest bike taxi company, controlled around 20% of the rapidly developing ride-sharing market and faced a number of marketing issues. The marketing team found it challenging to maintain track of their user acquisition funnel due to the company's rapid expansion. Due to the quick development into more media, they are exposed to greater fraud rates. User growth will be fueled by new sources and networks. Finally, Rapido needed to increase retention by a factor of two. reactivating the company's enormous and expanding pool of dormant users.

Rapido works like every other taxi-booking app. Clients got to sign up and enter pickup and goal focuses. Once the booking is affirmed, the title, photo, and bicycle number of the captain is shared with them.

Rapido, India's first and largest bike taxi startup, controlled around 20% of the quickly growing ride-sharing industry and struggled with a variety of marketing challenges. Due to the company's rapid growth, the marketing team found it difficult to keep track of their user acquisition funnel. They are particularly vulnerable to deception because of the rapid expansion of media. New sources and networks will stimulate user growth. Finally, Rapido required a two-fold boost in retention. reactivating the company's massive and growing pool of inactive users. India has four out of ten of the world's most crowded cities. Rapido's bike taxis provide flexible mobility while also addressing last-mile connection gaps in cities with limited public transit options. Rapido also gives its driver-partners and their families a second source of income, allowing them to engage in a fast-growing app ecosystem-enabled industry.

CHALLENGES

First, the performance marketing team Needed to make sure they are complete User understanding and insight Acquisition goal achievement process. Appropriate allocationKnowledge can make and break mobile phonesApp-based business, why alwaysThis right was the basis of success.Besides, Rapido required to grow to more media sources and systems to fuel user development, altogether raising the chance of fraudulent and jeopardizing potential return on promoting investment.

However, physically seeking out for fraud indicators over a wide run of partners was not a reasonable alternative when considering such a task's breadth and complexity; managing hundreds of sections across multiple systems is no simple errand. In conclusion, whereas client development was a fundamental metric, Rapido knew that the key to driving lifetime esteem (LTV) was user retention. Subsequently, Rapido required to develop a strong technique to reactivate

dormant clients and effectively re-engage these clients.

"A lot of people were wary that two-wheeler rides weren't safe. So we launched insurance from day zero. The app was in-built with a mechanism to track the speed of the captain. He would be deactivated if he went beyond a particular speed," Aravind says. There were cases where the consumer wouldn't get helmets or have complaints about captains. The widespread — crippler turned into enablerRapidohas continuously kept security and comfort at its centre and these valueswere embodied amid the widespread by advertising security / separator shields and veils, and sanitising the bicycles and autos post each ride. Rapido reported the dispatch of

Rapido Neighbourhood in May 2020 to permit contactless conveyances. Rapido Auto was propelled in October 2020 to empower secure intra-citytravel.These guaranteed that the driver-partners kept on gain in spite of the widespread. As a result, the commerce seen a 1.7X development vis-a-vis pre-pandemic. Meet the captains Rapido considers its captains — the driver-partners— as its spine and brand overseer.

Their steady tries towards security through protections, head protectors, drugs, advances, bike-repair arrangements, their ease of onboarding, real-time instalment and tending to grievances through the captain app, as well as comprehensive approaches set Rapido separated from competitors and makes it a favoured partner.

Problems faced by Rapido Captain
1. Pickup location (Most user`s pickup location confuses captain, if they're picking them up from a nonlandmark place).
2. While confirming the ride, Captian don't know the drop location of the user (This I felt more consumerfocused neglecting Captain's choice).
3. Battery drain out quickly (Mobile battery drains out quickly while using navigation apps).
4. Wrong drop location issues (One user pinned a wrong drop location, it cost me around 5km extra + Rapido deducted 41 due to late arrival).
5. Fuel costs are high (due to fuel prices rising, the captain doesn't earn much, about 30% of income is spent on fuel costs) cancelled because I was late).
6.Rush hour traffic (We follow the lanes to avoid traffic, but it's not rewarding).
7. Poor work/life balance (Captain people don't have a day off, including Sunday, they have to work 7 days a week for a decent income).

8. The captains don't feel part of the company (As a captain, I never felt like a part of Rapido, I just felt like one. tools for mining).
9. The most important thing is to solve immediately "Back is always sore, posture and spine is tormented".

OPPORTUNITY
After a intensive comparison of potential accomplices, Rapido chose AppsFlyer to bind together all its data sources into one dashboard,which encouraged an exact and real-time see of their user securing and remarketing exercises. AppsFlyer's stage gave Rapido the capacity to compare the execution of their campaign activities' over different media sources, allowingthem tooptimize advertisement spend.

This permitted them to rapidly pare back on underperforming campaigns and twofold down on effective ones Besides, Rapido was able to create utilize of AppsFlyer Groups of onlookers, which leveraged valuable information like wealthy in-app occasions for progressed division.

For occurrence, marketers could not as it was told which clients completed a buy but moreover wealthy in-app occasion attributes informed them what things were obtained at what cost. Rapido was moreover able to gauge which engagement campaign drove the foremost buys and optimize on that. AppsFlyer Audiences moreover permitted Rapido the capacity to match up produced groups of onlookers over different network accomplices in one single stream, permitting them to rapidly scale their remarketing program with no extra exertion. This effective instrument ensured the correct sort of users were remarketed to at the proper time with no clashing or covering messages. And to create beyond any doubt their development is fraud-free, Rapido moreover conveyed AppsFlyer's Protect360 solution. Upon recognizing the media accomplices, they needed to work with, Rapido integrated them into the AppsFlyer stage, which measured.

POST COVID CHANGES
After being detained, it is necessary to transfer its plan of action provide two-wheelers and sails to buyers for merchants. About 92% of its activity ismade from bike and taxi models and the rest is 8 logistics. Currently, 30% of its absolute performance is generated from logistics and the other 70% from bicyclesTaxi. So, he chose to turn

his attention to speedingContinuous logistics action plan by following some activities, such as imparting basic knowledge at home, assist public authorities in defining flexible chainsdifficult, etc. Lockdown has affected almost everyorganization in the world. Some stopped and others understood how develop with the change of tides. Local start-up Rapido, a Bicycle Taxi service provider, has seen their revenue drop the first 23 months after COVID was present in this country, and individuals have been placed under house arrest within the 4 walls of houses. With him, mobility has completely stopped. However, he observed a sign of hope in June and July while 25% of its activity has decreased. A reason behind out of this interest are individuals who begin to stay away from public places. Although according to Rapido statistics, 80% India's population does not own a car or a motorbike and because of the pandemic they need protection and drive safely. This situation opened the door forunhappiness for Rapido. Clarifying why interest in the brand has returned, Guntupalli, co-founder, Rapido, says,"People realize that Bicycle taxis are a more open and personalized route for inner-city travel. Customers have a little less room to mess aroundrefer to any contamination due to their restrictioncollaborate with the captain (Rapido pilot) and lesscontact point.

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