**Exercise**

Exercise outcomes:

* List the five components of the model?
* How has Uber changed the way the personal transport industry works?
* How does Uber’s dynamic pricing change the profitability model of the industry?

Apply your understanding of Porters (5) Competitive Forces Model to Uber.

In a group and in 20 minutes make a list of the five forces and note all the ways in which Uber is strategically manipulating Porters (5) Competitive Forces. Use the evidence from this group activity to answer the following questions:

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| --- | --- | --- | --- | --- |
| Competitive ……………………. | Threat of ……………… | Threat of …………………… | Bargaining power …………………….. | Bargaining power ……………………… |
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In 20 minutes answer the following

Q1 – In what ways does the competition in an industry impact Uber. What has Uber done to change the environment for the whole industry.

Q2 – Make a list of the priority elements of Porters model that Uber should most carefully monitor

Q3 – Visit the Uber homepage, investigate the ways in which Uber is diversifying it’s value to potential customers

Q4 – In 5 year’s time do you think that Uber Ride will still be the biggest component of Ubers revenue? Support your answer with evidence from Porters model