



Uber's Competitive Advantages of Its Direct Competition in the Private Transport Business in Guadalajara, Jal.

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Abstract

The objective of this article is to reveal information about the Uber company in Guadalajara, Jal. and its foray into the Mexican private transport market. To begin with, the document presents a general description of the strategic aspects of Uber and the service it provides. At this point, a description is made of how it has entered the Mexican market and has entered into direct competition with the conventional taxi service and other firms. with a platform model similar to Uber. In the same way, the present document deepens in Uber from a strategic and economic point of view, where an approach is made to the service that this firm provides through its platform, could conceivably be a part of the same important market of different types of transport private in the cities of Mexico. As a result, the analysis of this work shows the determining factors that have placed Uber as one of the leading companies within its area of influence and ends with some recommendations on the conflicts that the firm presents when entering a new market in location.

Keywords: Uber, Competitive Advantage, Private Transportation, Platform, Application.