



#	STRENGTHS (+)	
1	Strong brand	
2	Large user base	
3	Technologically advanced platform	
4	Seamless user experience	
5	Global presence	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Diversification of services	
3	Growing demand for ride-hailing services	
4	Partnerships and collaborations	
5	Integration of autonomous vehicles	
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#	WEAKNESSES (-)	
1	High operating costs	
2	Regulatory challenges	
3	Dependence on independent contractors	
4	Negative public perception	
5	Lack of employee benefits	
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#	THREATS (-)	
1	Intense competition	
2	Legal and labor issues	
3	Disruptive technologies	
4	Changes in regulations and laws	
5	Economic downturns	
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