Uber

Uber Technologies Inc. is an international transport network company based in San Francisco,American. The company was established in 2009 by Travis Kalanick and Garret Camp. It offers a number of services which include bicycle sharing, peer to peer ride sharing, food delivery and ride service hailing(Lashinsky, 2017). Uber is a phrase from German which means above or over. The founders, Camp and Kalanick came up with the idea after they failed to find a cab in Paris one snowy evening in December 2008. They therefore thought of starting a new company that could minimize the cost of direct transportation (Stone, 2017). In March 2009, Uber was born with prototypes build by Camp together with his two friends Oscar Salazar and Conrad Whelan. Kalanick joined them as a mega advisor for the company (Lashinsky, 2017). The renowned online app which most clients use to request for Uber services was officially launched in 2011 in San Francisco. Uber was initially named as Ubercab and it allowed users to order luxury car services whose price was 1.5 times more than a normal taxi. The first employee hired by Uber was Ryan Graves who also became the first CEO. From the first Uber ride in 2009, the company has successfully recorded more than 3 billion rides worldwide. Through its mission Uber plans to ignite change in the world by putting the world in motion. Its main mission is to have a world with few vehicles that provide efficient transport system.

Uber changed their CEO in 2017 a move that made them be efficient in business again. The sales of Uber had diminished and only loses were being recorded. The organization structure of Uber includes a leader in the CEO. Below the CEO, we have the Chief financial officer, technology officer, legal officer, HR officer, product and chief of security. The structure also includes SVP of engineering, business, policy & communication and leadership & strategy. The third layer entails head of everything, general counsel and president of ridesharing.

The values of Uber include growing together while being focused on the customer satisfaction. The other aspect that makes Uber standout is its ability of valuing the hierarchy of ideas. Uber insists on doing the best actions each time and providing the best services to its clients. The leadership management provided by Uber makes it at a good position to be the company of choice when one is travelling. The way the employees have been harnessed makes it more viable to improve its efficiency and remain competitive in the market.

References

Lashinsky, A. (2017). *Wild ride: Inside Uber's quest for world domination*. Penguin.

Stone, B. (2017). *The upstarts: How Uber, Airbnb and the killer companies of the new Silicon Valley are changing the world*. Random House.