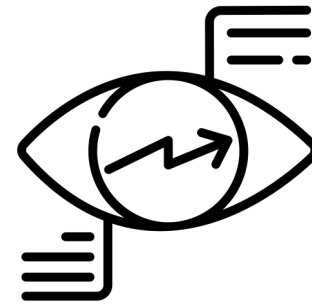
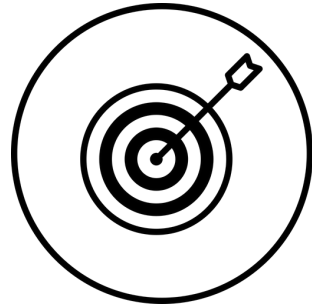




Patricia Mur  
Paula Velasco  
Lucía Sánchez

# 1. MISSION AND VISION



## 2. CORPORATE VALUES



- ❖ Reliability
- ❖ Communication
- ❖ Customer focus
- ❖ Integrity
- ❖ Loyalty
- ❖ Data Protection
- ❖ Teamwork

### 3. CORPORATE GOALS



- ❖ That physical stores can expand their covered area by 10% and, therefore, increase their level of sales.
- ❖ The goal of Glovo is to create new employment opportunities with an increase of 35% for people seeking to work part-time or self-employment with great flexibility.

## 4. PESTLE ANALYSIS

- ❖ Stable govertment
- ❖ Tax rate and profits
- ❖ Safety concern

### POLITICAL

- ❖ Rise of gig economy
- ❖ Employment opportunities
- ❖ Job secutity
- ❖ Logistical support

### ECONOMICAL

- ❖ Personal Preferences
- ❖ Skilled and flexible job
- ❖ Lisfestyle changes

### SOCIO-CULTURAL

## 4. PESTLE ANALYSIS

- ❖ Labour laws and policies
- ❖ Scrutiny of contracts
- ❖ Licensing

LEGAL

- ❖ Digital business
- ❖ Modernisation

TECHNOLOGICAL

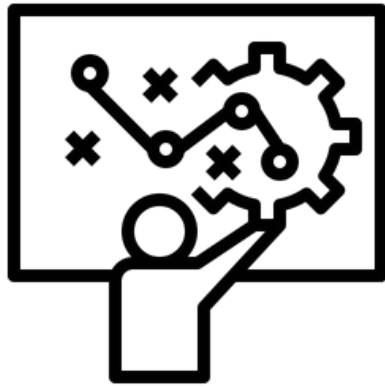
- ❖ Traffic congestion
- ❖ Pollution
- ❖ Bicycle and motorcycle
- ❖ Bags

ECOLOGICAL

# 5. STAKEHOLDERS



## 6. PORTER ANALYSIS



- ❖ Bargaining power of customers
- ❖ Bargaining power of suppliers
- ❖ Threat of new competitors
- ❖ Threat of substitute products
- ❖ Rivalry between competitors



# 7. KSF, RESOURCES AND CAPABILITIES

- ❖ High effective partnership network
- ❖ Lower pricing strategy
- ❖ Wide variety of products
- ❖ Response to changes in lifestyle
- ❖ Fast growth strategy

- ❖ Material
- ❖ Immaterial

- ❖ Great capacity to enter a new country
- ❖ Logistical capacity the company has to organize itself, as well as the great logistical capacity in the performance of its activities.

## 8. VALUE CHAIN



PRIMARY ACTIVITY

SECONDARY ACTIVITIES

# 9. SWOT ANALYSIS

## STRENGTHS

- ❖ High variety of stock
- ❖ High number of manufacturers to produce their stock
- ❖ Big company very organized
- ❖ Customer loyalty
- ❖ 24/7 available
- ❖ Easy to manage
- ❖ Time limit within the hour
- ❖ Medioambiental compromise

## WEAKNESS

- ❖ Bad reputation with riders conditions
- ❖ Increasing number of competitors
- ❖ Always have to adapt to new technologies
- ❖ Need a proper research and development to take the delivery company to the next level

## OPPORTUNITIES

- ❖ Distribution through riders, no contamination. Environmentally friendly.
- ❖ High number of suppliers
- ❖ No bargaining power of suppliers
- ❖ Very well known company. No need to make a lot of publicity
- ❖ High barriers of entry, low possibility of substitute products.
- ❖ Low bargaining power of customers
- ❖ Global reach, expansion markets

## THREATS

- ❖ High number of competitors, oversaturated market
- ❖ Unemployment will increase due to COVID-19
- ❖ Political unrest. People protesting and rioting in the streets becomes a steep task
- ❖ International competition
- ❖ Keep an eye on what's trending and what's not

# 10. CRITICAL THOUGHT

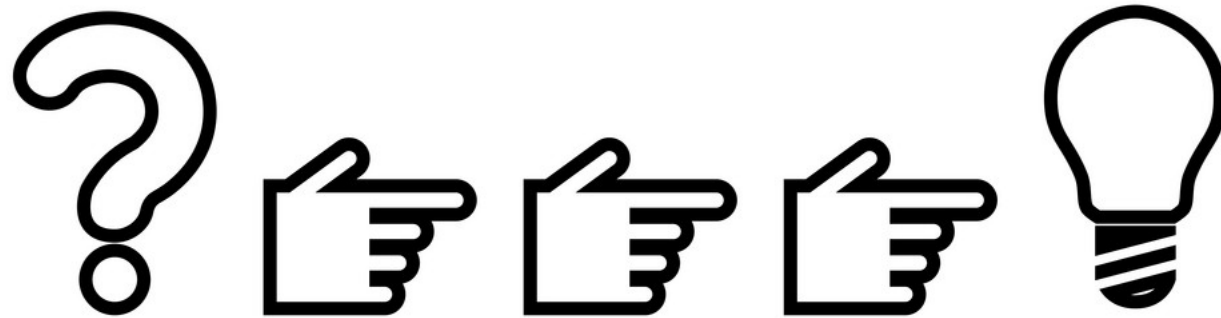
- ❖ Partnership
- ❖ Offers a free scheduled job
- ❖ Makes big investments

COMPETITIVE STRATEGY

- ❖ Offers partners a competitive advantage
- ❖ Has competitive prices
- ❖ Has good relationships users

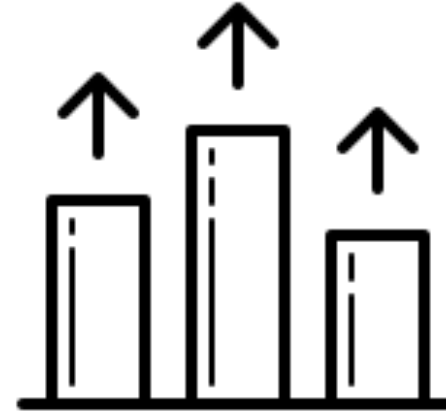
COMPETITIVE ADVANTAGE

# 11. PROBLEM AND SOLUTION



# 12. CRITICAL THOUGHT RECOMMENDED

→ Identify and describe opportunities for improvement



13. How do you expect the industry of your final assignment to change due to coronavirus?



14. How do you expect the business world to change due to coronavirus?





THANK YOU 😊

Patricia Mur  
Paula Velasco  
Lucía Sánchez