

The Marketing [Strategy] of



YASSIR

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Introduction

Algeria is a country that faces significant transportation problems due to a lack of investment in public transportation. The majority of the population experiences difficulties when traveling within and outside cities. This issue has been exacerbated by the country's rapid urbanization and population growth. The transportation system in Algeria is outdated and inefficient, with inadequate infrastructure and limited access to modern transportation options.

YASSIR has addressed this problem by providing a convenient and accessible transportation option for citizens. The company has introduced a modern and efficient transportation system that has benefited both citizens and drivers. YASSIR's services are available through a mobile application that allows users to book rides quickly and easily. The company's drivers are vetted and trained to ensure that they provide safe and reliable service.

This research analyzes YASSIR's marketing strategy by examining the company's key marketing initiatives. The study offers valuable insights into YASSIR's marketing strategy, shedding light on the factors contributing to the company's success and identifying areas for improvement. The research also explores the broader implications of YASSIR's success for the transportation industry in Algeria.

What is YASSIR

YASSIR is an Algerian private company created in 2017 in Algiers by Nouredine Tayebi provides transportation and food delivery services, the company's main focus is on making everyday services more accessible and convenient for people through the use of technology.



Figure 1: Yassir logo

YASSIR's transportation services allow customers to easily book rides through their mobile app, which connects them with nearby drivers. The company offers a range of ride options, including taxis, private cars, and delivery trucks for larger items.

In addition to transportation, YASSIR also offers food delivery services through their YASSIR Food platform. Customers can browse a wide selection of restaurants and cuisines through the app and have their orders delivered to their doorstep.

Also, YASSIR Market is a service provided by YASSIR that allows customers to shop for groceries and household essentials through the YASSIR app and have them delivered to their doorstep. This service is available in select cities in Saudi Arabia, including Riyadh and Jeddah.

Still with YASSIR services, YASSIR Business is a service provided by YASSIR that caters to the transportation needs of businesses and organizations. The service is designed to be a cost-effective and efficient solution for companies that need to move their employees or goods from one location to another.

Finally, YASSIR Telemedicine is a service provided by YASSIR that enables patients to access medical consultations with licensed doctors and healthcare providers from the comfort of

their own homes. The service is designed to be convenient and accessible, particularly for patients who live in remote or underserved areas, or who may have difficulty accessing traditional healthcare services.

2022 was a great year for Yassir:

- March 21, 2022: YASSIR creates a technology hub in Europe and expands into West Africa
- SAN FRANCISCO, November 7, 2022: YASSIR raises \$150 Million in Series B Funding to Power its Expansion into Africa and throughout the World.



Figure 2: The New York Stock Exchange (NYSE) congratulates Yassir on his fundraising

YASSIR Company is a rapidly growing multinational corporation that operates in 5 countries and 25 cities across Algeria, Canada, France, Morocco and Tunisia and is in continuous expansion with over 2 million users and 40 thousand partners.


Strategic Marketing

Segmentation

Yassir provides a wide variety of online services, such as Transportation, Food delivery and Groceries shopping. It also caters to professionals who need transportation solutions.

From Yassir's point of view, the market segments for their services could be:

Transportation

- **Commuters:** This sub-segment includes people who need transportation services to get to work or school. They may prefer services that are reliable, affordable, and convenient for their daily routine.
 - **Social event attendees:** This sub-segment includes people who need transportation services to attend social events such as concerts, parties, or weddings. They may prefer services that offer luxury options or special promotions for group bookings.
 - **Tourists:** This sub-segment includes people who need transportation services while traveling to new places. They may prefer services that offer guided tours or transportation to popular tourist attractions.
 - **Elderly or disabled individuals:** This sub-segment includes people who may require specialized transportation services due to physical limitations. They may prefer services that offer wheelchair-accessible vehicles or drivers trained in assisting elderly or disabled passengers.
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- Professionals: This sub-segment includes businesses or professionals who require transportation services for their clients, employees or goods.



Figure 3: Yassir in Tunisia

Food Delivery

- Busy professionals: This sub-segment includes people who have a busy work schedule and may not have time to prepare meals at home or go out to eat. They may prefer services that offer quick and convenient delivery options, as well as a variety of cuisine choices.
- Students: This sub-segment includes people who may not have access to a kitchen or may not know how to cook. They may prefer services that offer affordable and healthy meal options, as well as promotions or discounts for student customers.

- Families: This sub-segment includes people who may not have the time or energy to cook for their family every night. They may prefer services that offer family meal deals or catering options for special occasions.
- Health-conscious individuals: This sub-segment includes people who are mindful of their diet and prefer healthier food options. They may prefer services that offer organic, vegetarian, or gluten-free options, as well as nutritional information for each menu item.



Figure 4: Yassir Express

Groceries Shopping

- Busy professionals: This sub-segment includes people who have a busy work schedule and may not have time to go grocery shopping in-person. They may prefer services that offer a wide range of grocery items, convenient delivery options, and user-friendly online ordering interfaces.
- Families: This sub-segment includes people who may have young children or dependents and may not have the time or energy to go grocery shopping in-person. They may prefer services that offer a wide range of grocery items, family-sized portions, and the ability to schedule recurring orders.
- Elderly or disabled individuals: This sub-segment includes people who may have difficulty with mobility or may not be able to go grocery shopping in-person. They may prefer services that offer a wide range of grocery items, wheelchair-accessible delivery options, and assistance with carrying groceries into their homes.

- Health-conscious individuals: This sub-segment includes people who are mindful of their diet and prefer to buy organic, natural, or specialty items. They may prefer services that offer a wide range of specialty grocery items, detailed nutritional information, and the ability to filter search results by dietary preferences.

Targeting

Based on the market segments identified, Yassir seems to be targeting those with high growth potential, which include:

- Big cities with large populations: Yassir's services are well-suited for large cities with high population densities like Oran, Algiers, Constantine and Sétif. These areas typically have a high demand for transportation services, food delivery, and grocery shopping. By targeting these areas, Yassir can capitalize on the high demand for these services and potentially expand their reach as more people become aware of their offerings.
- Busy professionals and workers: Yassir services are tailored towards those who have a busy work schedule and aims to offer a convenient and time-saving solution to this segment of the market. As more people continue to prioritize their work and seek ways to optimize their time, the demand for Yassir's

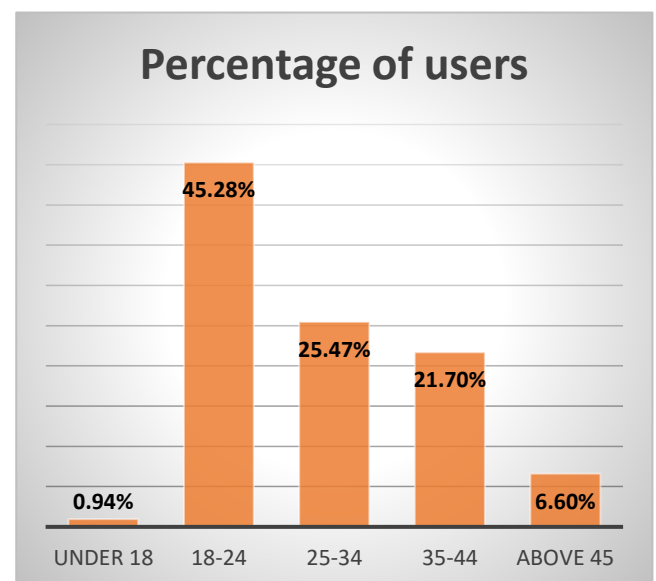


Figure 5: Study done on 106 people

services may continue to grow.

- **Students:** Yassir's transportation and food delivery services cater to students who need to get to their universities and schools and may not have the time or resources to cook their meals or go out to eat. Additionally, many students are health-conscious and may prefer services that offer affordable and healthy meal options. By offering these services, Yassir can tap into a growing market of students who prioritize convenience and quality food.
- **Tourists:** Yassir's transportation services cater to tourists who need transportation while traveling to new places. This market segment is likely to continue growing as more people resume travel after the COVID-19 pandemic. By offering transportation services that are convenient, safe, and reliable, Yassir can attract more tourists and potentially expand their business to new destinations.
- **Multi-Tiered Services:** Yassir's pricing strategy includes offering different tiers of service for its transportation service: classic, comfort, and premium. This allows the company to cater to different segments of the market based on their preferences and willingness to pay. The classic tier provides a more affordable option for casual users, while the comfort and premium tiers offer more luxurious experiences for those willing to pay a premium. This strategy helps Yassir to target a wider range of customers and maximize revenue by providing differentiated pricing options.

Positioning

Yassir's positioning strategy seems to focus on delivering convenient, reliable, and affordable solutions to customers who lead busy and active lifestyles.

For transportation, Yassir targets a wide range of customers, including commuters, social event attendees, tourists, and professionals. By highlighting their user-friendly mobile app, competitive fares, and safety standards, Yassir positions itself as a convenient and dependable alternative to traditional taxi services. The company also caters to businesses and professionals who require transportation solutions for their clients, employees, or goods, positioning themselves as a reliable and efficient partner for corporate clients.

For food and grocery delivery, Yassir targets busy professionals, students, families, and health-conscious individuals. By leveraging their advanced logistics network and technology, Yassir provides a wide range of food and grocery options, prompt delivery times, and user-friendly online ordering interfaces. Yassir positions itself as a one-stop-shop for customers who seek convenience and flexibility in their daily routine.

Overall, Yassir's positioning strategy seems to revolve around providing reliable, convenient, and affordable services to customers who are seeking solutions that fit their busy lifestyles. By leveraging their technology, logistics capabilities, and customer-centric approach, Yassir aims to differentiate itself from its competitors and establish itself as a market leader in the transportation and delivery industry.

Operational Marketing

Targeting Young Customers and Exploiting social media

Yassir's operational marketing targets the youth demographic, which can be seen in its advertising and promotional efforts. The company understands that younger generations are heavy users of technology and social media, so it focuses on promoting its services through popular social media platforms like Instagram and Facebook. It uses these channels to post engaging content, such as stories and posts featuring new promotions, discounts, and offers.

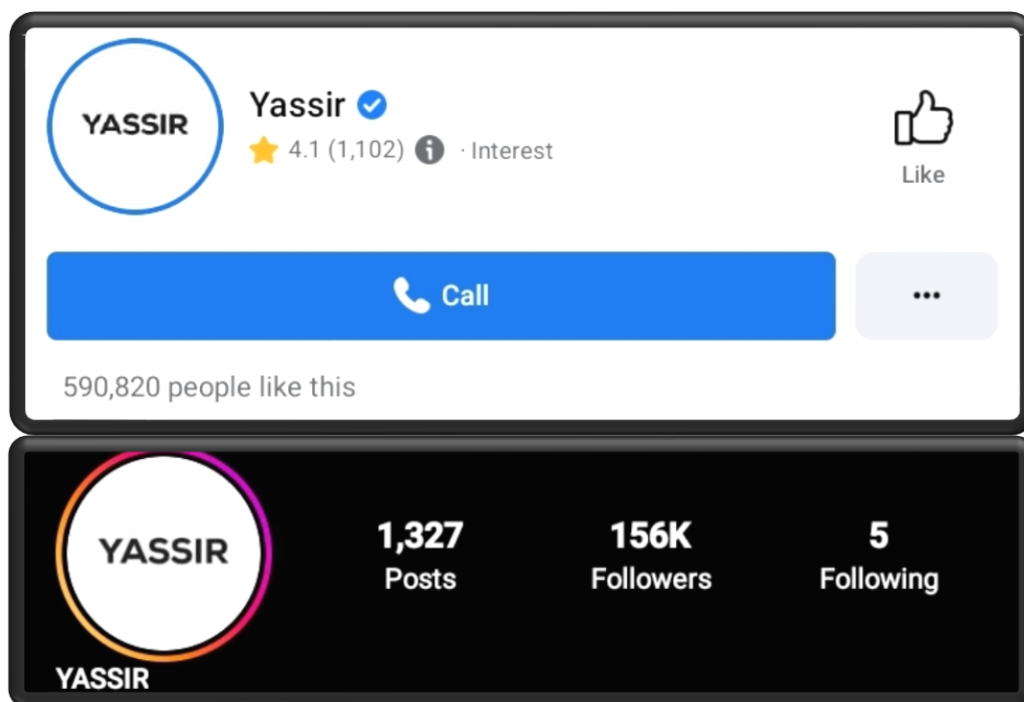


Figure 6: Yassir in social media

Trendy Offers and Discounts

Another aspect of Yassir's promotional efforts is the use of discount codes and offers during different seasons and occasions. The company frequently offers discounts during peak seasons, such as holidays or back-to-school season, to attract more customers. Yassir also follows current trends, such as partnering with popular influencers or featuring trendy products in its delivery services, to appeal to its target audience.



Figure 7: Social media post about discounts

Partnership and Sponsoring

In addition to its promotional efforts, Yassir collaborates with different companies and sponsors public events to increase its brand visibility and awareness. This strategy helps the company reach a wider audience and showcase its services in new and engaging ways. By sponsoring events or partnering with other companies, Yassir can establish itself as a reliable and trustworthy brand that cares about the community it serves.



Figure 8: Yassir sponsorship with Badminton

Focus on Pricing and User Experience

Yassir aims to provide a superior user experience by continually improving its mobile apps and user interfaces. The company frequently releases updates to its mobile apps to ensure that they are user-friendly and provide a seamless booking and delivery experience. Yassir also offers competitive prices compared to similar companies and traditional transportation methods, making its services an affordable and convenient option for customers.

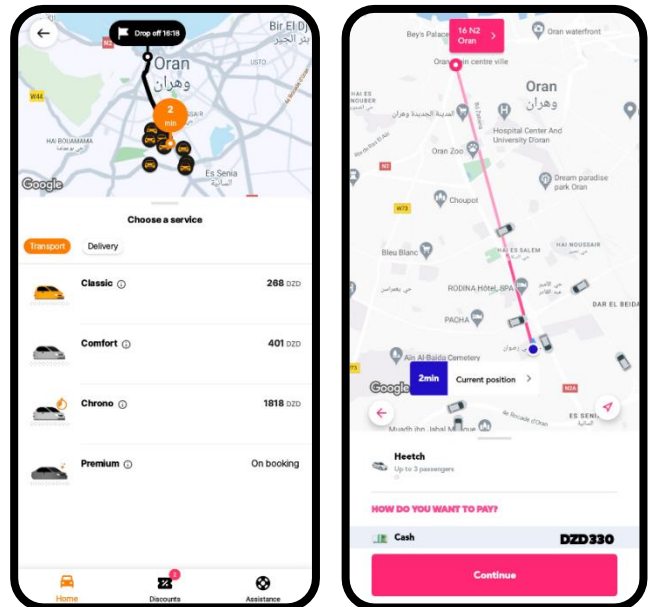


Figure 9: Comparison between prices of Yassir and Heetch

SWOT Analysis

Strengths:

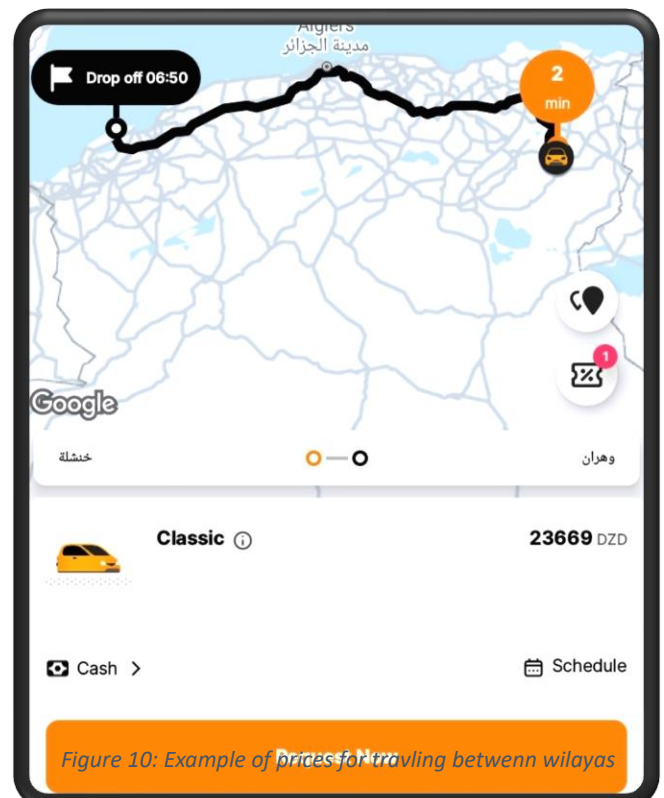
Yassir's position as the first occupant of the market in Algeria gives them a competitive edge, establishing brand recognition and market insights ahead of potential competitors. This early-mover advantage solidifies Yassir's position as a leading transportation and delivery service provider in Algeria.

The successful fundraising of \$150 million in Series B funding showcases Yassir's growth potential and investor confidence. This significant investment empowers Yassir to expand into Africa and potentially other global markets, strengthening its competitive position in the industry.

Weaknesses:

Some customers perceive Yassir's pricing for traveling between wilayas as high, potentially discouraging frequent travellers. Addressing this weakness by revisiting pricing structures could broaden Yassir's customer base and enhance market penetration across different regions.

The relatively small number of available drivers, especially during peak hours, leads to longer wait times, which may result in reduced



customer satisfaction and potential loss of business to competitors. Expanding the driver network and implementing efficient allocation strategies can improve service reliability.

Opportunities:

Yassir has the opportunity to expand into other African countries, leveraging its experience, technology, and brand reputation to capture new markets where demand for transportation and delivery services is rising.

Diversifying service offerings by collaborating with more restaurants and supermarkets presents an opportunity to broaden revenue streams and cater to a wider range of customer needs. Expanding food delivery and groceries shopping services can attract new customers and increase user engagement.

Threats:

The current ambiguous status of Algerian law towards transportation apps and drivers poses potential legal and compliance challenges for Yassir. Adapting to evolving regulations and maintaining proactive engagement with local authorities is crucial.

Increasing competition from well-established ride-hailing and delivery service providers entering the Algerian market threatens Yassir's market share and customer base. Continuous innovation, service improvement, and differentiation are essential for Yassir to maintain a competitive edge against new entrants.

Conclusion

In conclusion, Yassir has achieved remarkable success as a leading transportation and delivery service provider, offering convenient solutions for everyday challenges. With \$150 million in Series B funding, Yassir aims to expand into Africa and global markets, becoming a force in addressing daily problems. By leveraging technology and customer-centricity, Yassir delivers reliable and affordable services. Strategic collaborations and constant innovation strengthen its position. Opportunities for growth in new territories exist, but regulatory uncertainties and intense competition pose threats. Yassir envisions being a leading provider of solutions worldwide, making life easier for people across countries.

