

摩拜单车现状、问题及对策研究

摘要：共享单车具有绿色、环保、绿色、节能的特点，能够灵活满足不同人群需要，不仅降低了交通压力，而且产生了良好的经济效益。另一方面，共享单车在经营过程中也遇到了一些问题，例如停放场地、占用公共空间、用车安全、交通安全、车辆使用、押金管理等，这对城市管理带来了诸多挑战和压力。同时从2018年下半年共享单车行业进入调整期以来，外界对共享单车的信心下降，这也影响到了共享单车行业，乃至共享经济的发展。因此，有必要对当前我国共享单车的情况及其所存在的问题进行全面深入的梳理和分析，帮助共享单车实现良性可持续发展。本文选取摩拜单车为例进行分析，主要运用参考文献法、对比分析法等方法，对共享单车发展现状及这一问题进行了研究。通过参考国内外相关研究成果，从市场规模、盈利能力、发展现状等方面对共享单车的发展现状进行了梳理，立足于此，同时借助对摩拜共享单车企业的分析，分析出当前摩拜共享单车发展存在的问题。最后针对这些问题，结合理论与实践，提出了相应的对策，旨在帮助摩拜共享单车构建合理盈利模式，推进企业实现良性发展。

关键词 共享单车 摩拜单车 发展策略

Title Mobike current situation, problems and countermeasures

Abstract

Bike sharing has the characteristics of green, environmental protection, green and energy saving. It can flexibly meet the needs of different groups of people, which not only reduces traffic pressure, but also produces good economic benefits. On the other hand, bike sharing also encountered some problems in the operation process, such as parking space, occupation of public space, car safety, traffic safety, vehicle use, deposit management, etc., which brought many challenges and pressures to city management. At the same time, since the shared bicycle industry entered the adjustment period in the second half of 2018, the outside world's confidence in shared bicycles has declined, which has also affected the development of the shared bicycle industry and even the sharing economy. Therefore, it is necessary to conduct a comprehensive and in-depth combing and analysis of the current situation and problems of bicycle sharing in China to help bicycle sharing to achieve healthy and sustainable development. This article selects Mobike as an example for analysis. It mainly uses the method of reference and comparative analysis to study the current status of bike sharing and this problem. By referring to relevant research results at home and abroad, the development status of shared bicycles is sorted out from the aspects of market size, profitability, development status, etc., and based on this, at the same time, with the analysis of Mobike bicycle companies, the current Mobike sharing Problems in bicycle development. Finally, in response to these problems, combined with theory and practice, the corresponding countermeasures are proposed to help Mobike share bicycles to build a reasonable profit model and promote enterprises to achieve healthy development.

Key words : bicycle sharing Mobike development strategy

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