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Perspectives of electric scooter sharing companies in Saint-Petersburg

E.S. Kabysheva
Saint-Petersburg National Research University of Information Technologies, Mechanics and
Optics, St. Petersburg
A.S.Zemlyannaya
Saint-Petersburg National Research University of Information Technologies, Mechanics and
Optics, St. Petersburg
Supervisor – N.A.Tishukova
Saint-Petersburg National Research University of Information Technologies, Mechanics and
Optics, St. Petersburg

Sharing services become more popular all around the world. Russia isn't an exception: the volume of the Russian market of sharing services grew by 20% in 2018. One of the sharing services is the rental service of electric scooters, which is also called "kicksharing". One of the most interesting and perspective type of kiksharing is "free-float" system - the place of the beginning and end of the lease is allowed anywhere within a certain zone. Now, the market of scooter sharing services is developing in Moscow, St. Petersburg and Krasnodar. But "free-float" system is innovation for the Russia. This study focuses on the prospects for the development of rental of electric scooters on the "free-float" system in St. Petersburg.

The objectives of the research are to analyze the relevant sharing services market situation in Saint-Petersburg and development of recommendations on promotion electric scooter sharing services. Tasks include market research, analysis of the factors that influenced sharing services, trend analysis, develop elements of PR strategy.

Results. The desk research has been used: main and potential competitors (Samocat Sharing, YouDrive Lite, DeliSamocat, ScooterWalk) have been identified, the main foreign analogues have been analyzed (Bird, Uber, Lime). A client questionnaire has been conducted: 401 (421 respondents have been interviewed) respondents want to use the rental of electric scooters; 31.67% don't have experience using sharing services; 65% use public transport and 78.3% want to change this; 52.62% are tired of traffic jams and crowds. Young people in St. Petersburg want a modern, convenient and affordable way to get around the city. Also, the features and implementation challenges of electric scooter sharing have been revealed. As a conclusion, a list of recommendations for promotion electric scooter sharing services in Saint-Petersburg have been considered with author model.

Sharing services have been reviewed as IT companies because of mobile application in base on product.

Conclusion. Based on the results of the research, the main hypothesis has been confirmed. Sharing of electric scooters is a promising business. Young people in St. Petersburg need an alternative to public transport, they want something trendy and comfortable.

Author	E.S. Kabysheva
Author	A.S.Zemlyannaya
Supervisor	N.A. Tishukova
Head of the Chair of Foreign Languages	Y.V.Ryabukhina