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Uber marries food delivery, ride-sharing apps to boost customer base

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[video](#)

Can Uber eventually turn a profit?

Neuberger Berman senior research analyst Daniel Flax on the outlook for investors.

Under pressure from investors to start turning a profit, Uber plans to combine its Uber Eats and [ride-sharing apps](#) in a bet that users loyal to one service will start using the other.

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"We want Uber to be the operating system for your everyday life," CEO Dara Khosrowshahi **said** in a statement on the company's website. "However you want to move around your city, and whatever you need, we want Uber to be your go-to app."

The next-generation app, being tested in hundreds of cities in the U.S. and around the world, puts Rides, Eats and future services side-by-side and will be accompanied by a push to ensure every customer is treated like a VIP, Khosrowshahi said.

The San Francisco-based company's **stock** has tumbled 30 percent since going public in May. In the first half of 2019, it had \$6.2 million in losses, which was largely the product of \$4 billion in share-based compensation given to employees that had to be reported with the stock offering.

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Whether Uber customers will be pleased with the firm's new strategy remains to be seen.

"This is a big change for us, but we, as a company, have never been afraid of big changes," Khosrowshahi said.

The Associated Press contributed to this report.