

# *DATA NARRATIVE*

## *[BUSINESS CASE EXERCISE]*

*[Business Case Scenario]*  
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# Business Case Scenario

<b>Tangible Costs:</b>	<ul style="list-style-type: none"> <li>(1) Cost of vehicles replacement (£75000/vehicle)</li> <li>(2) Cost of vehicles rental (£3000/monthly)</li> <li>(3) Fine cost of £5000/vehicle</li> <li>(4) Training costs associated with new drivers and tour guides</li> <li>(5) Marketing costs associated with promoting the services offered by Clark's Charters (during and after the implemented reforms and adjustments)</li> </ul>
<b>Intangible Costs:</b>	<ul style="list-style-type: none"> <li>(1) Decline of service demand due to unreliability of vehicles and the increasing number of breakdowns incidents.</li> <li>(2) Loss of knowledge and Experience of drivers and tour guides incurred due to increasing frequency of new drivers and tour guides.</li> <li>(3) Decline in demand (potential loss of sales) due to impact of staff changes on frequent customers (customers are less loyal, impact on potential customers when they hear the complaints and negative review)</li> </ul>
<b>Tangible benefits:</b>	<ul style="list-style-type: none"> <li>(1) An experience of 50 years in transport services</li> <li>(2) Scrap value (residual value) of old buses and coaches to be sold after factoring in full depreciation for purpose of replacement.</li> <li>(3) Assets of 5 buses and 7 coaches.</li> <li>(4) Fees for day and occasional trips as well as contractual value for services provided to schools.</li> <li>(5) Data collected from the company's services recipients (school students, senior citizens, education entities ..etc.).</li> </ul>
<b>Intangible Benefits:</b>	<ul style="list-style-type: none"> <li>(1) Compliance with local emission authority requirements through application of the replacement program [<b>implication:</b> this positively impact the demand of Clark's Charters services in terms of booked trips by senior citizens and the No. of transport services contracts signed with local schools]</li> <li>(2) Increase of services demand [retention of existing customers and attracting new ones] as the new vehicles (leased or purchased) are in compliance with Safety and accessibility requirements.</li> <li>(3) Customers trust resulting from the company's correction measures and interest in value of services provided to customers.</li> </ul>
<b>Risks:</b>	<p><b>Current Situation:</b></p> <ul style="list-style-type: none"> <li>(1) Compliance with local emission authority requirements. Failure to do so would subject the company to a fine Costing of £5000/vehicle.</li> <li>(2) Continuous decline in demand due to unreliable and easily accessible means of transportation.</li> <li>(3) Competitors entering the market</li> <li>(4) Operational (breakdown of vehicles, recurring high maintenance costs ...etc.)</li> <li>(5) Environmental Risks represented in the vehicle emissions</li> <li>(6) Employee risk management (retention levels, insufficient staff number, maintenance, employee safety...etc.)</li> </ul> <p><b>Future Situation:</b></p> <ul style="list-style-type: none"> <li>(1) Financial costs due to high leasing fees, seasonal costs and</li> <li>(2) Prediction of demand (would the demand be enough to cover costs and generate profits?)</li> </ul>