BUSINESS CASE SCENARIO

Tangible cost :

1. Buying or leasing cost
2. Fine cost

Intangible cost:

1. The knowing old drivers takes when they leave
2. The time of searching for a coach

Tangible benefits:

1. Increased demand
2. New vehicles includes seatbelts

Intangible benefits:

1. User would feel more comfort and safe with new vehicles.

Risks :

1. Increase price for rent
2. Decrease in customers demand