

Date 20
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Rental E-commerce

Car Rental Category

Business Goals for Car Rental Marketplace:

1) Problem Statement:

- Customers often need short-term transportation but find traditional rentals inconvenient or expensive.
- Provide an easy-to-use platform for affordable and accessible car rentals.

2) Target Audience:

- Urban residents who don't own a car but occasionally need one for travel or errands.
- Tourists and business travelers looking for convenient transportation.
- Small businesses needing temporary vehicles for operations.

3) Unique Selling Points (USPs):

- Affordable and transparent pricing.
- Variety of vehicle options (economy, luxury, SUVs, etc.)
- Flexible rental durations (hourly, daily, or weekly)

Date 20
M T W T F S S

- Hassle-free booking and secure payment systems.

Features to Include in the Platform

i) Search and Filter Options:

Users can filter by category, price range, car type, fuel types etc.

ii) Reservation System:

Allow users to reserve cars for specific dates and times.

iii) Real-Time Availability:

Ensure the inventory reflects current availability.

iv) Insurance Integration:

Offers insurance plans for added customer security.

v) Customer Reviews:

Ratings and reviews for both cars and the rental service.

vi) Mobile App Integration:

Seamless booking experience via a mobile app.

vii) Dynamic Pricing:

Adjust prices based on demand, season, or availability.

Date 20
M T W T F S S

Data Schema for Car Rental Marketplace

1) Cars:

ID: Unique car identifier.

Name: Car make and model.

Category: Economy, Luxury, SUV, etc.

Rental Price: Hourly, daily, weekly rates.

Features: Seating capacity, fuel type, transmission

Condition: Status of the car.

Availability: Indicates if the car is available
for rent.

2) Customer:

Customer ID: Unique identifier.

Name: Customer name.

Contact Info: Phone number and email.

Address: Pickup and drop-off location

Rental History: Previous rentals.

3) Bookings:

Booking ID: Unique identifier.

Car Info: Linked to the car rented.

Customer Info: Linked to the customer.

Rental Period: Start and end dates/times.

Pickup Location: Where the car will be collected.

Status: Confirmed, Ongoing, Rental

Date 20
M T W T F S S

4) Payments:

- i) Payment ID: Unique identifier.
- ii) Booking Info: Linked to a booking.
- iii) Amount: Total cost of the rental.
- iv) Status: Paid, Pending.

Date 20
M T W T F S S

[Cars] → [Booking]

- Car ID
- Name
- Category
- Rental Price
- Condition
- Availability

- Booking ID
- Car Info
- Customer ID
- Rental Period
- Pickup Location
- Status



[Payments]

- Payment ID
- Booking ID
- Amount
- Status

[Customers]

- Customer ID
- Name
- Contact Info
- Address
- Rental History

