Car Rental eCommerce Marketplace
Day 7-Live Deployment

Project Overview

The Car Rental eCommerce Marketplace is a web application that enables users to rent cars online. It offers a user-friendly interface for browsing available cars, making reservations, and managing bookings.

Deployment Process

1. **GitHub Repository**
   - **Repository Link:**
     https://github.com/Akbar326/Car-Rental-eCommerce-Marketplace.git
   - The project's code is maintained in this GitHub repository.

2. **Vercel Deployment**
   - **Live URL:** https://car-rental-e-commerce-marketplace.vercel.app
   - **Deployment Steps:**
     - Connected the GitHub repository to Vercel.
     - Configured build settings:
       - **Build Command:** npm run build
       - **Output Directory:** out
     - Triggered the deployment process.
     - Vercel automatically handled the build and deployment.

3. **Environment Variables**
    - o Ensured all necessary environment variables were set in Vercel's project settings.
    - o Kept sensitive information secure by not exposing it in the codebase.

4. **HTTPS and Domain**
    - o Vercel automatically provided HTTPS for secure connections.
    - o Currently using the default Vercel subdomain.

Post-Deployment Checks

- Verified that the application is accessible via the Vercel URL.
- Tested basic functionality to ensure the deployment was successful.

Next Steps

- Monitor the application for any issues that may arise in the production environment.
- Set up proper logging and error tracking.
- Plan for future updates and manage deployments accordingly.

Conclusion

The Car Rental eCommerce Marketplace has been successfully deployed to a live environment using Vercel. This marks a significant milestone in the project's development, making it accessible to users online.

Business Pitch

1. Introduction

- **Marketplace Name:** Car Rental eCommerce Marketplace
- **Tagline:** "Rent Your Dream Ride with Ease"

2. Problem Statement

- Traditional car rental processes are often time-consuming and inconvenient.
- Lack of transparency in pricing and availability.
- Limited options for comparing different rental offers.

3. Our Solution

- An easy-to-use online platform for renting cars.
- Transparent pricing and real-time availability.
- Wide range of vehicles to choose from.

4. Market Opportunity

- The car rental market in Pakistan is projected to grow by 3.34% between 2025 and 2029, reaching a market volume of US$0.65 billion by 2029.

Source: statista.com

- Increasing demand for rental cars due to growth in tourism and business travel.

5. Product Features

- User-friendly interface for browsing and booking cars.
- Secure payment processing.
- Customer reviews and ratings for informed decision-making.
- Mobile-responsive design for on-the-go bookings.

6. Business Model

- Commission-based revenue from each successful rental.
- Premium listings for car rental companies.
- Affiliate partnerships with travel-related services.

7. Marketing Strategy

- SEO optimization for organic traffic.
- Social media marketing to build brand awareness.
- Partnerships with travel bloggers and influencers.
- Email marketing for customer retention.

8. Team

- Akbar Ali: Founder & Developer
- Seeking to expand the team with marketing and operations experts.