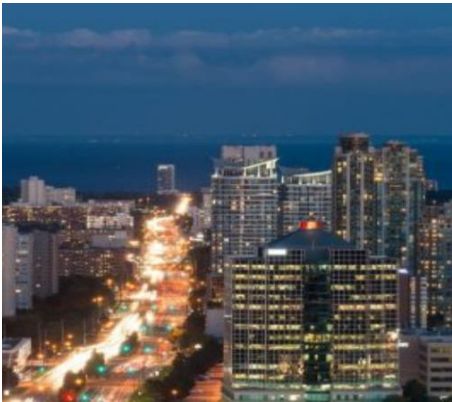




# OPPORTUNITY FOR CAR RENTAL BUSINESS



Mississauga is one of the busiest cities, situated along the shores of Lake Ontario and neighboring the Toronto City of Canada. The city has evolved as a multicultural and diversified center during the past few decades as a result of increased immigration in Canada. The city is also home to Toronto's busiest airport, named Pearson International Airport. With passing time, Mississauga has become the hub of many businesses and cultural centers. It has offered various opportunities to both large businesses and startup entrepreneurs to initiate and expand their businesses across different neighborhoods of the city.



## 1.1. The Hub of Businesses

Mississauga city envelops many headquarters of large businesses like GlaxoSmithKline, FedEx, Microsoft, PepsiCo, etc. Most of the giant businesses operate from the city center and the medium and small businesses spread throughout the city depending upon the nature of their business and requirements.



### 1.1.1. Business design in a city

Any business needs to understand the demographics of a city and design their business functions accordingly. Businesses can have different requirements depending upon the nature of work. Some businesses like convenience or grocery stores require an understanding of residential



communities and their needs. Similarly, a fashion entrepreneur will look for the ethnicity, culture, and diversity of the population in a neighborhood before starting a fashion business in a particular area. This report will focus on an analysis of the city for starting or expanding a car rental business in Mississauga.

### 1.1.2. Car Rental business

A car rental business has various operations. The two main domains of business are:

- 1) daily car rental business, and
- 2) accidental or insurance replacement car rental.

Major car rental companies in Mississauga like Enterprise operate in both domains while small companies can have either of the two domains.

Understanding the function of a car rental business requires a quantitative set of analysis including but not limited to:

- Geography of the area and the city,
- Number of major car rental companies operating in any neighborhood,
- Number of small car rental companies operating in any neighborhood,
- Areas in a neighborhood close to highways or major intersections,
- Understanding the spread of car rental companies across the city and the number of their branches in a different neighborhood, and
- Rate of an accident in any neighborhood.

This report will focus on the following factors of car rental companies as explained in the section on business understanding.



## 1.2. Business Understanding

This report aims to provide insights into the distribution of car rental companies spread out in various neighborhoods. This will assist any small company to decide its location of a business or any working company to expand its business.

For this purpose, this analysis will provide:

- distribution of top 10 car rental companies in different neighborhoods of the city that mostly operate both for daily car rental and accidental car rental,
- a cluster of neighborhoods with a high density of car rental companies and vice versa
- the cluster of companies in different neighborhoods.

In addition to the analysis provided by this report, the results will provide a deep understanding of how car rental companies operate within the city of Mississauga. The results will help the entrepreneurs to underpin the reasons why

- some areas are densely populated with companies,
- while the others are less populated,
- also, if there are any areas reserved by the companies as their zone of business,
- or the population of companies is affected by the geographical location of the city or roads or highways.

Additionally, businesses would require qualifying other parameters like the location of the property, cost, fleet functions, etc. to finalize their decision to initiate or expand their business in any specific area based on this report.