**Business Case EzCars (Rent Vehicles)**

**Introduction**

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| **Business Case Conceptual Structure** | **Definitions** |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: Team 1**

**Application Name: EzCars (Rent Vehicles)**

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| **Category** | **BC Section** | **Questions** | **Answers** |
| WHAT? | **Product Overview** | Give a brief description of the proposed software product. | EzCars, is a web-based platform designed to simplify the car rental process. It allows users to browse available vehicles, make reservations, and process secure payments online. The platform offers features such as car listings with detailed information, a booking system, user account management, rental history tracking, and potential integration with Google Maps for locating rental locations. It also includes options for users to leave ratings and reviews, while supporting third-party payment gateways like Stripe or PayPal. |
| **Value Propositions** | What Customer business needs are we satisfying? | **Convenience for Renters:**   * **Efficient Booking:** Renters can search for and book vehicles easily using various devices (smartphone, tablet, laptop), streamlining the rental process and making it more user-friendly. * **24/7 Access:** The platform is available around the clock, allowing renters to make, modify, or cancel bookings anytime, accommodating their schedules and needs.   **Efficiency for the Rental Agency:**   * **Streamlined Operations:** The platform automates key functions like booking and payments, reducing administrative tasks and enhancing overall operational efficiency. * **Centralized Fleet Management:** An intuitive dashboard simplifies the management of vehicle listings and availability, helping the agency efficiently oversee their fleet and booking activities. * **Data Insights:** The platform provides valuable analytics on booking trends and vehicle utilization, enabling the agency to make informed decisions and optimize their operations. |
| What value do we add to the Customers? | **For Individual Renters:**   * **Effortless Booking:** Renters can quickly and easily browse and book vehicles through a user-friendly online platform, saving time and reducing hassle. * **Flexible Access:** The platform’s 24/7 availability allows renters to manage their bookings at any time, fitting their needs around their own schedules. * **Clear Pricing:** Transparent pricing and rental terms ensure that renters know exactly what they are paying for, avoiding unexpected costs and promoting trust. * **Secure Transactions:** Integrated, secure payment systems protect renter’s financial information, ensuring a safe and reliable transaction process.   **For the Rental Agency:**   * **Operational Efficiency:** Automation of booking and payment processes streamlines operations, reducing manual tasks and allowing the agency to focus on core activities. * **Effective Fleet Management:** A centralized dashboard simplifies vehicle management, booking tracking, and availability updates, facilitating smooth fleet operations. * **Enhanced Customer Service:** A seamless booking experience improves customer satisfaction, supporting the agency in delivering high-quality service. * **Actionable Insights:** Data and analytics on booking patterns and vehicle usage provide valuable insights, helping the agency make informed decisions and optimize their operations. |
| **Type of Business Model** | What type of a business model do we adopt? | EzCars generates revenue through two primary channels:   * **Leasing**:  Renters pay to book vehicles listed on the platform. The platform manages the entire rental process, including browsing, booking, and secure payments. * **Subscription**:  Customers can subscribe to access vehicles with recurring payments (monthly, quarterly, or annually). This model provides stable revenue and convenience, with various subscription tiers offering benefits such as unlimited or flexible rentals and access to different vehicle types. Cancellation fees apply for early contract termination to maintain financial stability. Subscribers can have additional perks like priority booking, access to premium vehicles, and optional services like insurance and roadside assistance. * **Advertisement**:  The platform generates additional revenue by displaying targeted ads from businesses offering related automotive services, such as insurance, maintenance, and accessories. This enhances the user experience by providing relevant services. Additionally, the platform can promote specific vehicles, like premium or luxury rentals, through sponsored listings, increasing their visibility in search results and driving more bookings. |
| **Key Resources** | What Key Resources do our value propositions require? | The key resources required to deliver the value propositions of EzCars include:   * **Development Team**:  A skilled team to build, maintain, and continuously improve the web application, ensuring seamless user experience and integration with payment systems and third-party APIs (e.g., Google Maps). * **Vehicle Supply**:  A curated selection of vehicles exclusively owned and maintained by the rental agency, available for rent under flexible terms. * **Technology Infrastructure**:  Essential for the smooth functioning of the platform, including cloud hosting, servers, and databases like MySQL or MongoDB for managing data, bookings, and vehicle listings. * **Payment Gateway Integration**:  Secure integration with third-party payment processors (Stripe, PayPal) to handle transactions between renters and vehicle owners. * **Marketing & Partnerships**:  Resources for digital marketing, SEO, and strategic partnerships with relevant industries to attract renters and enhance brand visibility. * **Customer Support**:  A support team and tools to manage bookings, cancellations, disputes, and user inquiries. * **Insurance & Legal Compliance**:  Partnerships with insurance companies and legal resources to ensure rentals are compliant with regulations and insured. |
| What are our Distribution Channels? | EzCars adopts a hybrid business model that includes:   * **Website/Webapp**:   The primary platform for renting and managing vehicles.   * **Mobile App** (Future Development):   A dedicated mobile app for convenient on-the-go access.   * **Social Media**:   Promotions through Facebook, Instagram, and LinkedIn.   * **Digital Ads & SEO**:   Targeted ads and SEO to attract users.   * **Partnerships**:   Collaborations with travel agencies, hotels, and businesses.   * **Referral Program**:   Rewards for users who refer new customers.   * **Email & Notifications**:   Personalized offers and updates via email and push notifications. |
| **Technology** | What technology will we use to build the product? | **Front-end technology:** React.js  **Back-end technology:** Spring Boot (Java) or Django (Python) |
| Is it a mobile or desktop application? | It is a Web Application. |
| **Known Prototypes** | What are the known prototypes of your product?  *Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements.* | List of Prototypes:   1. Turo (<https://turo.com/>) 2. Hertz (<https://www.hertz.com/rentacar/reservation/>) 3. Getaround (<https://getaround.com>/) 4. Avis (<https://www.avis.com/en/home>) 5. Enterprise Rent-A-Car (<https://www.enterprise.com/en/home.html>) |
| WHO? | **External Customers** | Who are our Customers? | **Renters**: Individuals or businesses looking to rent vehicles for personal use, travel, or special occasions. |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | Suppliers  * **Insurance Providers:** Companies that offer insurance coverage for rental vehicles.  External Systems EzCars requires interfaces with various external systems to provide its functionalities:   * **Payment Gateways:** Integration with third-party payment processors like Stripe or PayPal to handle secure online payments for vehicle rentals. * **Google Maps API:** To show rental locations and visualize pickup points for customers (tentative feature). * **Identity Verification Services:** To verify user identities and driver's licenses for secure account creation and rental processes. * **Email and SMS Gateways:** For sending booking confirmations, reminders, and other notifications to users. * **Review and Rating Systems:** To collect and display user reviews and ratings for vehicles and rental experiences. * **Customer Support Platforms:** Integration with customer service tools to manage inquiries and support tickets. * **Analytics Tools:** To gather and analyze data on user behavior, rental patterns, and platform performance. |
| **Internal Stakeholders** | Who are our internal Stakeholders?  Do we need a product development group?  Do we need a sales group?  Do we need a finance group (accounts payable, receivable)?  Do we need a customer support team?  Do we need an advertising management group? | The key internal stakeholders for EzCars include Management team, Finance team, Marketing team, Advertisement team and Customer Support team.  Yes, a dedicated product development team is crucial for building, maintaining, and enhancing key features like booking, payments, and user interface. This ensures the application stays competitive and meets customer expectations.  No, a separate sales team isn't needed. EzCars can effectively reach customers through digital marketing and online channels, which are cost-effective for promoting the service.  Yes, a finance team is necessary to manage payments, refunds, and financial reporting, ensuring smooth and accurate transaction processing.  No, a dedicated customer support team isn’t necessary at this early stage of EzCars' development. However, as the platform scales and user activity increases, particularly around booking and payment services, the need for customer support will likely arise to ensure smooth operations and address user concerns effectively.  Yes, we will need an advertising management group for EzCars. A dedicated team will be essential for managing and optimizing promotional campaigns, ensuring effective outreach, and increasing visibility. They will be responsible for overseeing ad placements, managing partnerships, and tracking performance to maximize marketing impact and drive user acquisition for the platform. |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | User-Friendly Interface:  EzCars offers a clean, intuitive platform, unlike the cluttered interfaces of many competitors.  Single Entity Ownership:  EzCars owns its entire fleet, ensuring a smoother and more efficient rental process since customers deal with only one entity, reducing complexity and delays compared to platforms involving multiple providers.  Secure Payments:  Integrating trusted payment gateways like Stripe or PayPal ensures fast, safe transactions.  Modern Tech Stack:  Using React JS and Spring Boot/Django provides optimal performance and scalability.  Google Maps Integration:  Potential map integration helps customers easily find nearby rental locations |
| Why would the Customers want to use our system? | Ease of Use:  Simple booking process with filters and flexible reservation management.  Detailed Listings:  Transparent car info with specs, prices, and terms for informed decisions.  Personalized Accounts:  Users can save favorites, view rental history, and manage bookings easily.  Secure Transactions:  Trusted payment systems offer peace of mind.  Reviews & Ratings:  Customers can rely on peer reviews to choose reliable rentals.  Focused Service:  Tailored for a single agency, providing better customer support. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | External customers will use EzCars to browse available vehicles, make reservations, and securely process payments online. They can also manage their accounts, track rental history, and leave ratings and reviews after their rental experience.  The main use scenario for external customers involves searching for a vehicle, viewing detailed car listings, reserving a vehicle for a specific date, making a secure payment using a third-party payment gateway like Stripe or PayPal, and reviewing their rental history. |
| What is the main system use scenario for the Internal Users? | Internal users, such as administrators or staff, will primarily use EzCars to manage vehicle listings, update availability, monitor bookings, and handle customer accounts. They will also oversee rental history, manage customer reviews, and ensure smooth integration with third-party services like payment gateways (e.g., Stripe, PayPal) and Google Maps for location management. Internal users will also handle customer inquiries and maintain the system's overall functionality. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | The primary source of income comes from charging customers for renting vehicles on a timely basis and these will be varied based on car model, duration, and season. Other sources of income of these are Subscription, Leasing, Licensing, Advertising Sales, Late Return or Damage Fees. Other than these we can generate money for maintenance and for add-on services such as Fuel, Cleaning, Toll tags such as EZ-pass, insurance, charge per mile. Any cosmetic damage (minor scratches) to the vehicle will be charged directly from the customers. |