

Value Proposition	Customer Segments	Customer Relationships	Key Partnerships	Key Resources
<ul style="list-style-type: none">• Eliminate the hassle of traveling between rental offices using public transportation.• Allow users to rent cars directly from home through an easy-to-use website.• Cars are delivered directly to the renter's location—no need to visit a rental office.• A centralized platform connecting car owners and renters.• A fast, comfortable, and convenient rental process tailored to modern lifestyles.	<ul style="list-style-type: none">• Local residents in need of temporary transportation• University students who do not own a vehicle• Tourists visiting Jordan	<ul style="list-style-type: none">– Simple and friendly user experience to encourage customer retention.– 24/7 support through message system on the website.– Admin responds directly to user inquiries.– No login required to contact support, making it accessible and fast.	Car rental companies (to expand inventory).	<p>The platforms user base (renters and car owners).</p> <ul style="list-style-type: none">– Website and booking system.– Marketing team and online presence.– Admin staff to handle communication and manage listings.
	Channels		Key Activities	
	<ul style="list-style-type: none">– Main website for car listing, booking, and communication.– Direct messaging from the website without login required– Social media platforms (Facebook, Instagram) for promotion.		<ul style="list-style-type: none">– Managing rental and return process.– Handling vehicle pick-up and delivery .– Marketing and advertising to attract users.– Website maintenance and customer support	
Revenue Streams		Cost Structure		Future plan
<ul style="list-style-type: none">- 10% commission on each successful rental transaction.- Optional paid promotion: \$20/month for featured car listings.- Future potential: subscription model for frequent users or businesses.		<ul style="list-style-type: none">–Digital marketing and social media ads.– Salaries (Admin/Support team).– Continuous development and improvement of the website.– Hosting and domain costs.– Legal and operational costs.		<ul style="list-style-type: none">-Require rental companies to submit vehicle licenses and office documentation for verification with the appropriate government authorities before being approved to partner with our platform.-Establish digital contracts through the website, allowing companies to offer their car rental services in structured packages.-Develop long-term rental agreements with special pricing models tailored for frequent or corporate customers.-Introduce a private driver service as an additional option alongside car rentals.