# **2.0 BACKGROUND STUDY**

Hasta Travel and Tours Sdn. Bhd. is a car rental company that is mostly catered to UTM Students. The main office of Hasta Travel and Tours Sdn. Bhd. is currently based in UTM. It offered a wide selection of cars for students to rent from with more affordable pricing for students compared to pricing offered outside UTM.

Currently, WhatsApp is the main method used by Hasta Travel and Tours Sdn. Bhd. to respond to client questions and confirm reservations. Although this unofficial approach facilitates rapid and direct communication, it is not integrated with the internal system, so employees must manually transfer information, which is ineffective and prone to mistakes.

A fragmented workflow is produced by the process's dual nature, which involves manual data entry after customer interaction via WhatsApp. This gap hinders operations, raises the possibility of misunderstandings, and makes it challenging to guarantee that all booking and client data is precisely recorded in real time.

At the beginning of the rental process, key client and booking information is manually gathered. Customers must also report the condition of the car before and after the rental time. Due to their lack of automation and heavy reliance on manual verification, these procedures add to the effort and decrease consistency.

The manual examination of vehicle status reports is directly related to the security deposit reimbursement procedure. It is more difficult to guarantee fairness and openness in the refund procedure because of the subjectivity and possible delays introduced by this evaluation's lack of systematisation.

It becomes very difficult to track fleet availability and vehicle status in real time without a centralised digital system. This restriction has an impact on the business's capacity to effectively monitor its assets, react swiftly to client demands, and make well-informed fleet utilisation decisions.

The existing manual configuration also hinders important operational duties like tracking mileage, fuel use, and dynamic pricing. Without automation, these tasks are challenging to handle and prone to mistakes that could affect sales and client satisfaction.

It is challenging to manage client data and address problems in the current disjointed system. It is challenging to produce insights, preserve data accuracy, and guarantee consistent service quality across various reservations and transactions when there is no single platform.

All things considered, the company's capacity to grow efficiently is constrained by its current operational model. These laborious and disjointed procedures will become more and more inefficient as the organisation expands, lower customer happiness, and threaten the company's long-term viability.