Effects on revenue based on customer analysis, not taken into account due to pre existing fleet

* + Global/local economy effects
  + Revenue per day
  + Volume of rentals
  + Total utilisation of rental fleet
  + Seasonal and cyclical
  + Balancing investment/depreciation of fleet
    - Somewhat negated by wholesale purchasing

Gains

* Online presence
* Better utilisation of fleet
* Faster, highly automated customer service
* Minimise threat of theft or damage

Costs

* Database infrastructure cost (D)
* Website hosting cost (W)
* Support staff salary (S)
* Technology for fleet GPS tracking (T)