Strengths

* GPS tracking to maximise efficiency and provide real time data
* Greater automation for customer service speed
* Location based rental solutions allows for better choices by customer

Weaknesses

* Relies heavily on database, no backup for offline
* Automation may not necessarily be a good thing
* Cost of implementation

Opportunities

* New technology has the potential to be disruptive
* May take others time to catch up as we have the lead in development

Threats

* Other companies adopting our features
* Economic cycle issues
* Local tourism cycles

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| --- | --- |
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