

# RIDER 2 BUYER

## Feasibility Analysis/Market Research:

Domain of Interest:

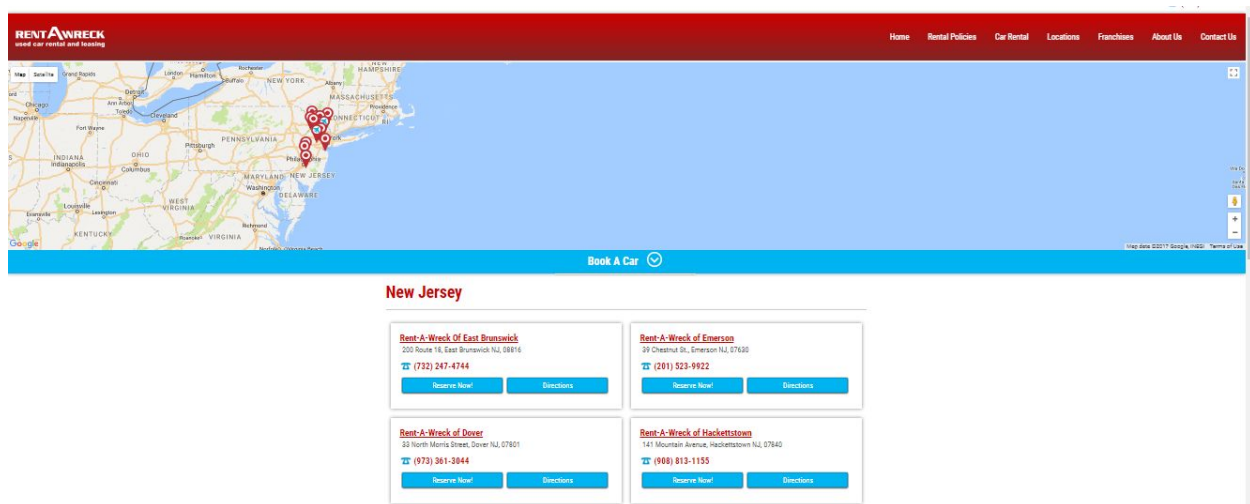
- Car Rental
- Used car leases
- Used car sale

Developing a website which helps to rent/buy a used car. It allows car owners to list their used cars for rentals if they are up for sale. It gives customers an opportunity to buy the rented car as per his experience. It will make sure that the seller and buyers are highly certified in the market. Refurbishment department does the quality check for the car and gives quotation to seller for the car. It also gives quotation to customers while purchasing the car. Another department that takes care of verifying the documents of the car, the insurance and history check of the customers. The members can also rate and review different cars, sellers and buyers.

Some of the key competitors for our market are Hertz, Alamo Rent-A-Car, Enterprise Rent-A-Car, Rent-A-Wreck etc.

### 1. Rent-A-Wreck:

Rent-A-Wreck allows the used car leasing as well as rentals. This is only a website based platform and is available in select states of the US. It allows the user to pick from the locations and set the car pick-up and car return times. The user is also given the options of car as per sizes in the form of drop-down lists.



Website : [www.rentawreck.com](http://www.rentawreck.com)

## 2. Zip Car:

It offers both mobile app and website platforms. The platform needs a user to pay a subscription fee from \$7/month to 70/year in order to apply for a Zipcar online. Their driving rates are about \$8-10/hour. Once the application is approved, a Zipcard is provided to the user to access the vehicles worldwide. The Zipcar can be booked for as little as 1 hour or as long as 7 days. Any Zip-card holder can hold the card near to the car's windshield to unlock the car. Voila! It's all customers' for the period that the user books it.



The screenshot shows the Zipcar mobile app interface. At the top, the status bar displays 'Simple', '16:54', and '29%' battery. The Zipcar logo is prominently displayed. Below it, there are two input fields: 'Email or Username' and 'Password'. A green 'Sign in' button is positioned below the password field. A link for 'Forgot username or password?' is located above an illustration of an orange car. Below the car, there is a 'Not a member?' section with a 'Join now!' button. At the bottom, links for 'Member contract' and 'Privacy notice' are visible.

Simple 16:54 29%


 zipcar

Email or Username

Password 

Sign in

Forgot username or password?



Not a member?

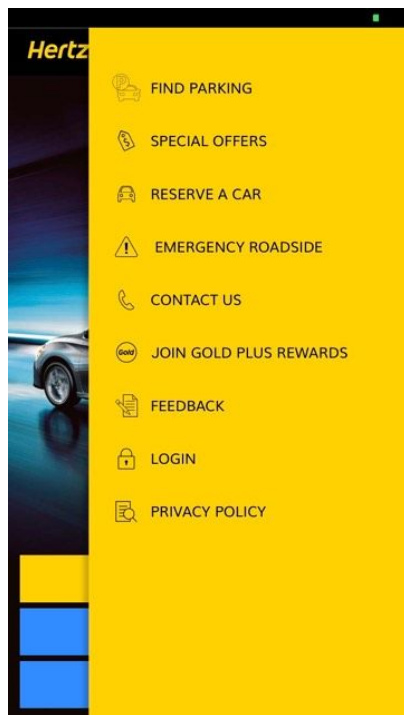
Join now!

Member contract | Privacy notice

Website: [www.zipcar.com](http://www.zipcar.com)

### 3.Hertz:

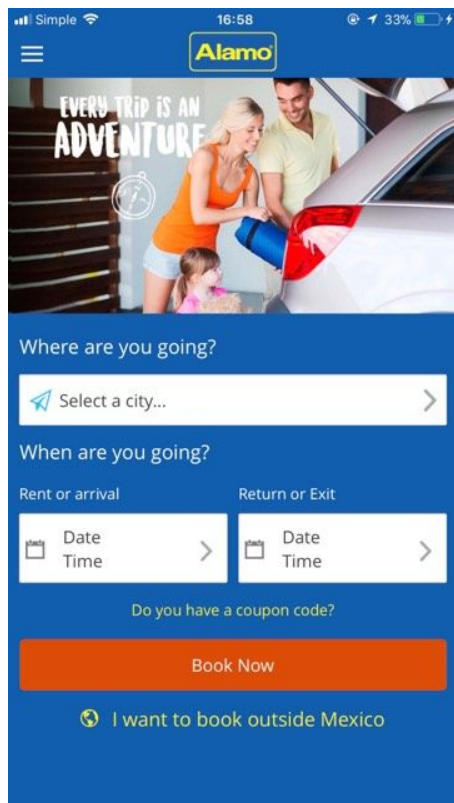
Hertz allows the user to pick the car from the locations across the US as per the City, State, Airport Code or US Zip Code. The user gets to select the car pick-up date and car return date so as to book a car. The website also gives special offers on rentals. But as for the used cars, the service offers only the sales and not used car rentals. The used cars are up for sales only. The users can pick the used cars for purchasing based on the car make or car models. The cars can be browsed by body type.



Website: [www.hertz.com/rentacar/reservation](http://www.hertz.com/rentacar/reservation)

#### 4. Alamo:

Alamo is a rental service. This service also allows for cars to be rented. The option of selling or purchasing the car is not available. The car can be picked from the select locations and the pickup and return date for the car has to be entered so as to make the car reservation. There is a feature they provide called the online check-in, this enables the user to avoid the queue at counters of locations for picking up the car.



The screenshot shows the Alamo mobile app interface. At the top, there's a status bar with 'Simple' carrier, signal strength, time '16:58', and battery level '33%'. Below the status bar is the Alamo logo and a hamburger menu icon. The main header features the text 'EVERY TRIP IS AN ADVENTURE' over a photo of a family (a man, a woman, and a child) standing next to a white car. Below the header, the app prompts the user to 'Where are you going?' with a search bar containing the placeholder text 'Select a city...'. This is followed by 'When are you going?' with two date pickers: 'Rent or arrival' and 'Return or Exit', each showing 'Date' and 'Time' fields. Below these is a link 'Do you have a coupon code?'. At the bottom, there is a large orange 'Book Now' button and a link 'I want to book outside Mexico' with a globe icon.

Website: [www.alamo.com/en\\_US/car-rental/home.html](http://www.alamo.com/en_US/car-rental/home.html)

## 5. Enterprise rent a car:

This service also allows the users to rent the car but the user must become a member with the service first in order to make any car reservations. The list of cars or the choice of setting the reservation plan is not provided to the users unless they are a registered member. The cars listed are not up for sale and only for renting for a certain period of time.



Website: [www.enterprise.com/en/car-rental.html](http://www.enterprise.com/en/car-rental.html)

## Products and Features of Key Competitors:

Points	Rent-A-Wreck	Zip car	Hertz	Alamo	Enterprise rent a car	Rider2buyer
Used car rentals	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Car listing -free						<input checked="" type="checkbox"/>
Limited car rental			<input checked="" type="checkbox"/>			
Car rental-multiple times-same `car						<input checked="" type="checkbox"/>
Plan trips	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pick-up location-flexible						<input checked="" type="checkbox"/>
Free rides to military veterans					<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free refurbishment department before purchase						<input checked="" type="checkbox"/>
Discount coupon notifications						<input checked="" type="checkbox"/>
System alerts for over-speeding						<input checked="" type="checkbox"/>
Earn Points in Rewards	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Method of Payment	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Get Receipt	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Review and Ratings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Platform	Website	App	App	App	App	App

**Conclusion:**

When the user has posted the advertisement to rent/buy the car they do not have to wait till the customer purchases it instead they could give the car on rent until the customer earns enough money to purchase the car. Car sales and rental services will give the customer the option of buying the rented car according to their travel experiences. This will increase the profit and annual revenue for the number of cars sold through the rental and purchase option. The refurbishment department will inspect the car to see if there are any broken parts and fix them before selling the car to the customer. This website will provide a faster and more efficient service compared to all other car rental and sale companies. We can assure you the best, fastest and most reliable service wherever you are in the world. We hope to hear good reviews and ratings from you soon.