**Startup-Rental Automobiles**

**especially for longer journeys**

**Honorable Investor I hereby request humbly to borrow your precious time and look into my startup plan; I assure you my idea would be time worthy and you would definitely find profit out of it**

**Trouble to be solved:**

**After pandemic situations everything around us changed a lot. Citizens have turned their eyes towards their villages and as it is work from home most families have shifted to villages to be safe. Some people to get refreshment from their routine busy lives spend their time in villages and enjoy their holidays. These two kinds of people who shift completely to villages and who spend their time in villages regularly are our target audience. Even for working days we have another set of target audience who want to reach their destination in time know driving but do not afford for vehicles. They can’t book cabs or autos as they feel it as expensive for them. They prefer travelling in buses or trains.**

**Executive solution:**

* **Target Audience category 1:**

**We can provide vehicles to people who travel for other villages for rent on daily basis. It is a beneficial for those who are especially carrying lots of luggage and things with them for people who permanently shift to other villages or cities we provide them car and lorry with some discount. people who travel for fun and refreshment we can provide car based on their number leave driver as an option to them with additional payment for driver. It’s a great solution to them as they can comfortably carry their luggage and things necessary.**

* **Target Audience category 2:**

**Most of the middle-class people feel Ola, Uber cabs costly and prefer RTC and Metro rails for short distances. For people who have urgency of work this mode of transportation is not much reliable. We provide rental cars for them so that they could use the car reach the destination and leave the car near our cars is allotted area by GPS which is given by us. As we have no driver here, we can reduce the cost than cabs and simultaneously profited by setting reasonable price.**

**Description about company:**

**Our company name is “RENTAM (Rental Automobiles)” tentatively. I would prefer your suggestions for choice for the name of our startup. We can make an Application available in play store for free to access our services.**

**What’s new with our idea:**

**We are providing similar services as of cabs, packers and movers but we can provide both simultaneously. We do away with additional costs for drivers for cars and give the user control of driving.**

**Benefits in market:**

* **We have vast target audience and they would definitely find our prices reasonable and use our services through our app.**
* **We can find small packers and movers company and join them in our service for target audience category 1.**
* **Our competitors in the business are cabs and rental bikes we first start with rental cars, packers and movers we would extend our service for rental bikes. We provide less cost than our competitors I would attract our audience to use our services.**
* **Most of people would definitely find it useful as they everyone have a good practice with driving but may not afford to buy them.**

**Management:**

**We allot 4 cars for each employee and all required services for cars should be managed by the employee. Our office should have some technical department who take care to provide the nearest possible service for the customer. We can for an agreement with service centers and provide services for our vehicles regularly. Further staff members for our company can be decided by you and your valuable ideas are surely admired.**

**Security measurements:**

* **Our Cars have 360-degree camera both inside and outside and any consumer damaging to our property will be strictly taken into action.**
* **The car is locked by app and only the owner with the code can open it , you can remove the thought of thievery of vehicle or its parts.**
* **Our app only provides the service of rental car after checking their driving license of consumer and details of consumer are saved in any case of not returning the car to our employee our technical department calls the consumer and if not, the Car has GPS and we can find it easily.**
* **Payment of our service can be both online and offline to make the customer feel more comfortable and cost will be taken care app and also monitored by our technicians payment to be made immediately after the service for safety.**

**Marketing strategies:**

**We could provide coupons in the start with Paytm and Google pay apps so that our company name can be familiar among people easily. Our first service can be made 50% discount so that consumer gets the knowledge of our service. Providing advertisements in Television is the largest mode of communication among people and company becomes near and dear to customers.**

**Funding request:**

**I have provided my Startup Idea to you. I can give guarantee that the investment on my idea would be on your advantage and provide a better financial gain. We can definitely have an advantage over our competitors. We have a large number of consumer targets and multiservice is been provided so there would be no losses in any season. By statistics we can assume our business can bring a 40-crore turnover within a year.**

**Sharing:**

**We would discuss the shares in profits after we meet in person. Our employees and technicians will be appointed by me and we would discuss about their salaries further.**

**Thankyou for giving your valuable time to examine my idea I am hoping a positive response from your side as it benefits both of us and also our customers.**

**I wait for your decision and please respond as soon as possible**

**Hoping to work with you together. I wish our company would be a huge success and we would be helpful to society with our work.**