I. The Business Environment

Traveling to a foreign city or country can be very intimidating, especially when one thinks about the challenges of getting around within that destination. To bridge this gap, car sharing could be implemented in any trip/getaway, big or small, as a major luxury and potential money saver. Sharing a car not only reduces the individual costs of ownership, but it also reduces things such as road congestion, energy use, noise and air pollution. An overarching factor that makes car sharing appealing is that owning a vehicle holds many costs within itself like maintenance, monthly insurance, and gas. When renting a car, most people can afford the short time span that is involved in paying for a rental, but not everyone wishes to own a car year-round because the costs add up over time not to mention the initial price of purchasing or leasing the car. Majority of adults acquire a license and many people who don’t own cars still have licenses for hopes of one day affording one.

Ideally the car sharing company would try to appeal to several classes of car renters. The first being economy, second mid-tier or average class, and the final one being for higher spending upper class. The economy category of rental cars may include cars like the Honda civic, or Toyota Prius, whereas the mid-tier would be the Accord’s, and Camry type sedans. Whereas the upper tier may include 1 or 2 luxury cars or trucks like from BMW or something of higher quality. Also having a variety of types of cars that aren’t sedans separated by these classes like SUV’s Trucks and Jeeps may also be appealing to a wider variety of renters.

The shareholders are those within the company relying on their own success within the company and the company's success at large to keep steady cash flow. Based off of page 49 in the textbook some managers at various levels would be stakeholders within the company, but also the rental agents who work the front desks and actually deal with customers are at the base of this pyramid model and at the tip the CEO.