

By focusing on these goals, a car rental system can effectively meet the needs and expectations of customers while driving business success and sustainability.

Convenience Goal: Enable customers to easily browse, book, and manage their car rentals through a user-friendly online platform accessible from various devices.

Flexibility Goal: Provide customers with a diverse selection of vehicles to choose from, catering to different preferences, needs, and occasions.

Cost-Effectiveness Goal: Offer competitive pricing and transparent pricing structures to ensure that renting a car remains a cost-effective alternative to vehicle ownership for customers.

Variety of Options Goal: Maintain a well-maintained and up-to-date fleet with a range of vehicle types, models, and features to satisfy diverse customer demands.

Access to Newer Vehicles Goal: Regularly update the rental fleet with new models featuring the latest technologies and amenities to enhance the rental experience for customers.

No Maintenance Hassles Goal: Ensure that rented vehicles undergo regular maintenance and inspections to minimize the likelihood of breakdowns or mechanical issues during the rental period.

Insurance Options Goal: Provide customers with clear information about

available insurance options and ensure that they have access to adequate coverage for their rental needs.

Global Availability Goal: Establish partnerships or alliances with car rental companies worldwide to offer seamless access to rental vehicles in various destinations.

Environmental Impact Goal: Implement eco-friendly practices such as offering fuel-efficient vehicles, promoting car-sharing initiatives, and investing in alternative fuel technologies to reduce the environmental footprint of the rental fleet.

Test Driving Goal: Enable potential customers to rent specific vehicle models for extended periods to evaluate their suitability and performance, ultimately

encouraging them to consider purchasing similar models.