



MIS 321
OPERATIONS MANAGEMENT COURSE
INDIVIDUAL PROJECT

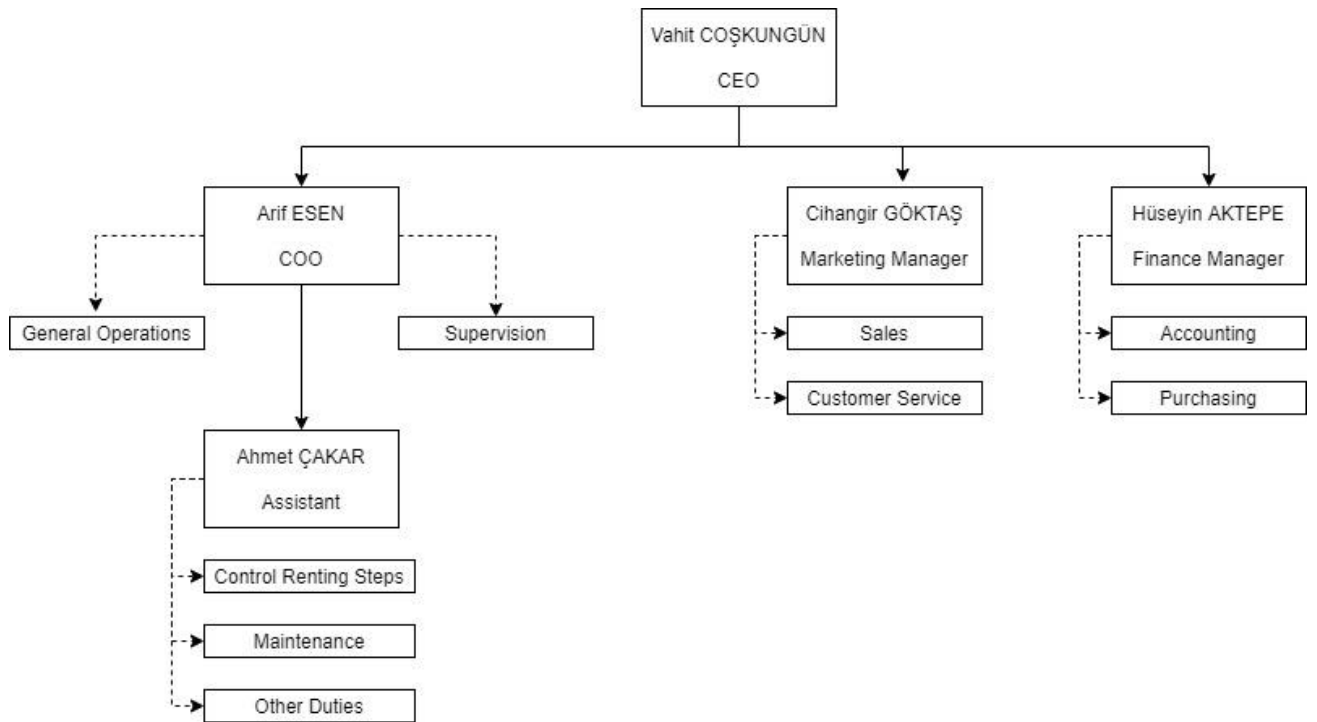
“Anadolu Rent a Car”

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- First Part -

a) Prepare a table of organization for the enterprise that you have selected. Start the table of organization with your position as chief operating officer and proceed down through the level of your department heads.

Anadolu Rent a Car is a local business in Kastamonu but this business known by people who lives in neighboring cities. There are 4 employees and 1 owner in this business. We can see work distribution in the organization table. All employees have been working since first day of the firm.



“Anadolu Rent a Car” Organization Table

b) Logically and briefly discuss the key factors you considered when deciding upon your specific enterprise for those factors below that apply to your project:

Our concept is already defined. Our concept is simple and easy. If someone needs a car, customer comes to our business and we rent a car to customer. We can create new concepts and we can generate new ideas but in this sector these are limited. We cannot go out the frame.

As I said in previous paragraph, in our sector, concept development is limited but we can create new services such as renting a car with driver. In the today's world, service is more important than product, I think.

For the facilitation, actually we are already facilitate people's need. For example, there is a people who do not have a car, but s/he needs a car. We rent a car to our customer, and this is facilitation. When customer rents a car, s/he has a car and we are making money for renting. We can say this is win-win situation.

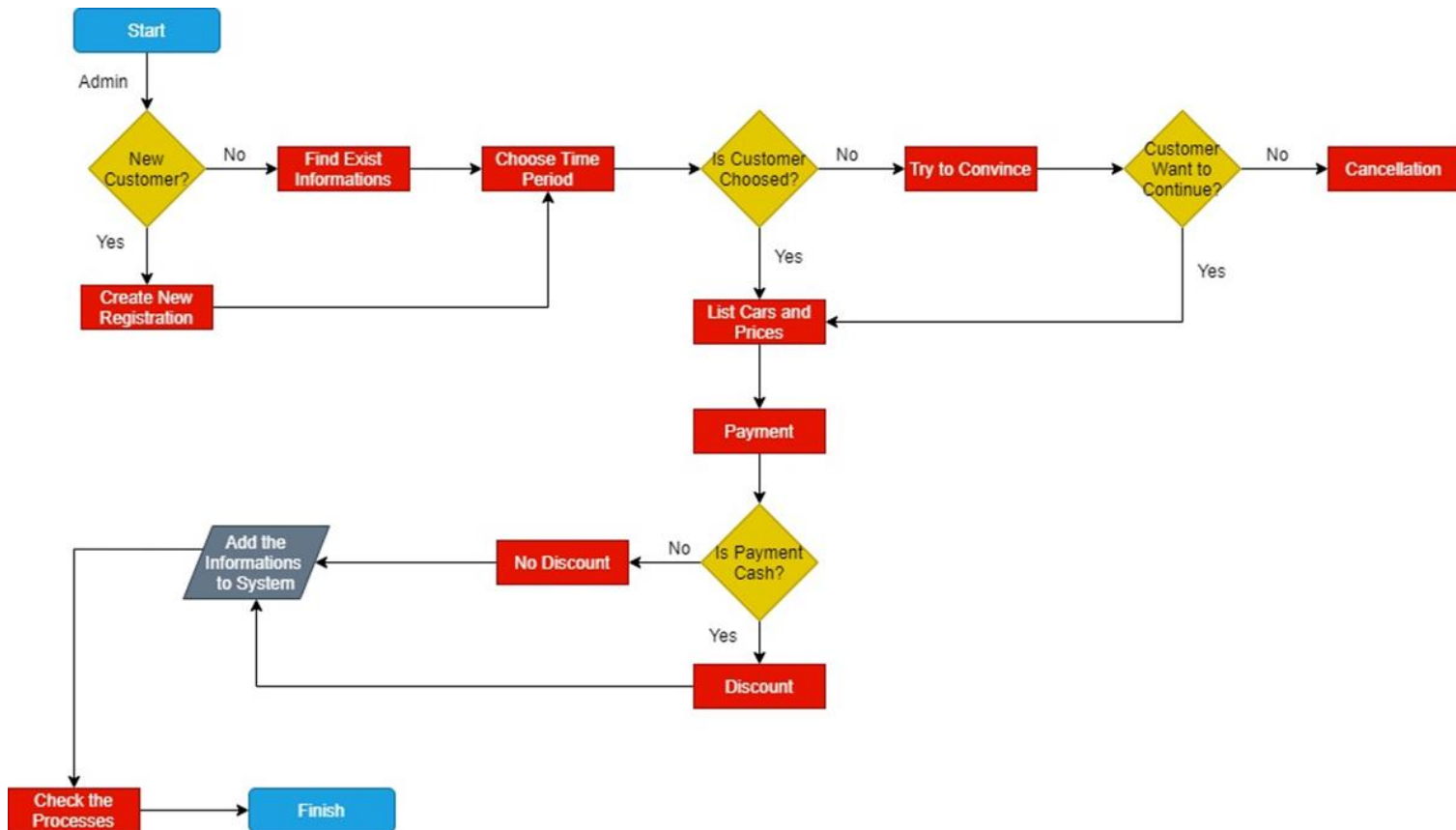
c) Prepare a formal statement of Mission, Goals, and Objectives for your enterprise.

Mission: Anadolu Rent a Car established by Vahit Coşkungün in the 2012. Our founding purpose is renting a car in short times. Most firms do not rent cars for a short times and short hours but we are servicing for doing this. We have 19 cars as company and we are renting these cars to our retail customers and corporate customers in short time or long times. Our customers and our leads can choose rental periods.

Goals: Firstly, we want to grow our company, after, we want to be big firm and we want to open new branches in the all cities in the Turkey. If we can do this, we will deserve our firm's name.

Objectives: We want to start that opening new branches in the 6 months in the our neighboring cities. We want to start in the Çankırı and Çorum because we already have customers in these cities and there is big customer potential in these two cities. After, if we can continue our earning power in these cities, we want to open branches in the other cities.

d) Draw a preliminary process flow diagram for your enterprise. Briefly describe the process diagrammed.

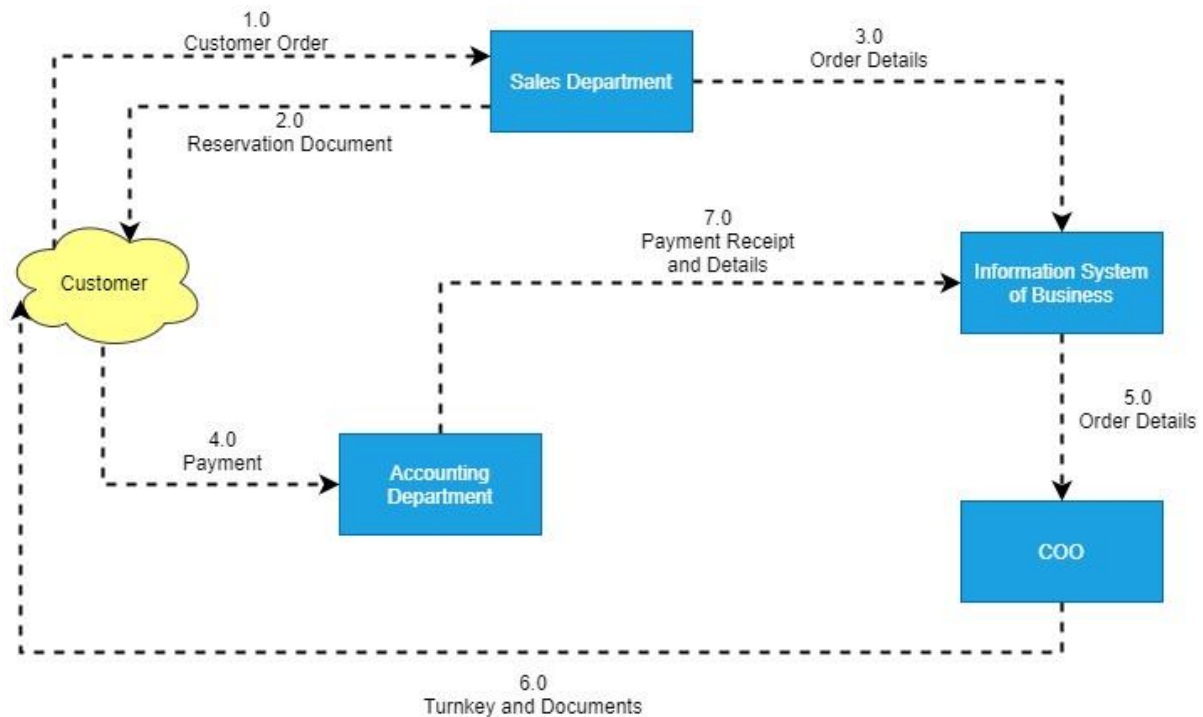


When customer comes to our business and if s/he says “i want to rent a car”, we are starting that asking “is s/he new customer?” If s/he is not new customer, we are creating new registration on our system, if s/he is already our customer, we are starting to talking time period.

If customer choosed the time period, we shows lists of cars and prices, but if s/he is do not choose the time period, we try to convince him/her. If s/he is want to continue, we shows lists but if not, customer cancellation the process. After listing cars and prices, we continue to payment phase. If customer want to cash payment, we make a discount because of ramp of cash flow. But if customer want to payment with credit card, we do not discount because we are paying commission to the banks. After payment phase, we are entering informations in the our information system. Now we are in the last step, “check the processess and informations” We do not want to make a mistake because we are a well known business in this sector. So, we are checking steps and we confirm the all processes.

And thats all. Customer can receive (turnkey) the car.

e) Draw an information flow diagram for your enterprise. Briefly describe the information flow depicted.



First of all, if customer get decided to renting, customer goes to sales department. Our marketing manager deals with customer and takes the order. After, our marketing manager create a reservation document. Secondly, Customer goes to our accounting depaetment and s/he gives the reservation document to manager.

After, customer choose payment type and s/he pays. As third step, Our accounting manager enters the order and payment details on the our information system. He creates new record. After the adding new record, System shows information box on the COO's screen. After this step, when COO see the new record, COO prepares the formal documents that related to renting and COO delivers the car to customer

- Second Part -

Present your determination as to how that business might operate more profitably by employing course concepts.

1- We should use digital marketing tools and we should make the most of technological opportunities. We should develop a mobile application and a website. We do not use digital marketing and digital marketing tools. If we start to use digital marketing tools, we can increase our recognition level and more people can prefer to our firm. In today's digital world, we have to be in the internet. We should create a special promotions for website mobile application and social media platforms. We can discount for the these platforms with using coupon code etc.



2- We should give an advertisements on social media platforms.

As we can see on the infographic, Turkish people like using social media. So, if we want to be big firm, we have to give an ads on the

social media platforms. We have to make use of this potential.

3- We can rent motorcycle, minibus and service vehicles. We should not be rent just cars, we can rent motorcycle and minibus. So, we can make more money and we increasae our recognition level.

4- We can rent chauffeur- driven cars and we can start to renting minibuses with driver for special and touristic tours. This suggestion maybe risky but we can try this. In the these pandemic days, we can find customer fort his service easily, because most people do not want to use public transportation. Also this new service may be VIP. For example, if famous or well-know people come to our city, we can do this and we can make more profit.