**CAR RENTAL MOBILE APPLICATION**

The Car rental application is aimed at providing a seamless and convenient experience for users who are in need of renting vehicles for various purposes. It aims to transform the way people access transportation services.

The application aims to address the lack of extensive vehicle inventory that is available for renting, a problem that is visible in the already established competitors.

Key features of the application:

1. Extensive vehicle Inventory- it’s important that user have a wide range of choices to choose from therefore the application will offer a diverse range of vehicles to cater for the different customer requirements and personal preferences.
2. User-friendly Interface- the application will prioritize simplicity. It will have an interface that is easy to navigate so as to ensure that users can quickly search, compare and book vehicles in a manner that is hassle-free.
3. Secure payment system- to ensure secure and convenient payment process, the application will integrate a reliable payment gateway and users will have various payment methods available to them such as credit card or debit card payments, direct bank deposits and mobile payment options such as M-Pesa and PayPal.
4. Seamless booking process- users will be able to reserve vehicles of their choice with just a few clicks and with that specifying details such as desired pickup and drop-off locations and the relevant dates. The confirmation details will then be promptly sent to their email addresses or as SMS to the contact they provide.
5. Transparent pricing- the application will provide clear and comprehensive pricing information, listing the different price breakdowns such as rental rates, additional fees such as damage fees where applicable.

Challenges that the application is likely to face:

1. Established competitors- the car rental market is already a populated one with well-known players that have established a strong presence and a customer base. Competing with the already established companies will require great marketing efforts and strategic differentiation so as to attract users.
2. Market saturation- the vehicle rental market is already saturated within Nairobi and the major towns and cities in the country. Identifying and targeting very specific niche markets and offering unique services can help us carve out a competitive advantage.
3. Lack of trust and credibility- as a new face that entering the already saturated market, building trust and a credible reputation will be crucial as customers often prefer already established brands due to their reputation for reliability and customer service.