

Morent A Car Rental Marketplace

Day 1

Marketplace Type: Rental E-Commerce

Primary Purpose: Morent is a car rental platform aimed at providing users with affordable, flexible, and convenient access to vehicles without the need for ownership. The platform stands out by offering:

- A seamless booking experience.
- A diverse fleet of vehicles, including eco-friendly options.
- Competitive pricing.
- Real-time availability and instant booking confirmations.
- Optional delivery services.

Morent enables individuals to rent cars for short-term use, catering to various needs such as business trips, vacations, and local commuting.

Business Goals

Problem to Solve: Address the inconvenience of car ownership by offering an accessible, cost-effective, and sustainable alternative for temporary vehicle needs.

Key pain points include:

- **High ownership costs:** Studies show that cars are parked 95% of the time.
- **Urban challenges:** Parking shortages and maintenance expenses.

Key Goals:

- Enable seamless car bookings for any duration, from a few hours to several weeks.
- Provide a diverse fleet of vehicles to meet different customer needs.
- Offer transparent pricing and affordable rental options.

Target Audience:

- **Urban Professionals:** Short-term rentals for business and leisure.
- **Tourists and Business Travelers:** Reliable transportation for trips and vacations.
- **Students and Budget-conscious Individuals:** Affordable options for occasional needs.

Products/Services Offered:

- **Vehicle Options:** Economy cars, luxury models, and eco-friendly vehicles.
- **Flexible Durations:** Hourly, daily, or weekly rentals.

Unique Selling Points:

- Affordable pricing with no hidden fees.
- A wide variety of vehicles to suit every need.
- Easy booking through a user-friendly app and website.
- Real-time availability and instant confirmations.

Data Schema

Cars:

ID: Unique identifier for each car.

Name: Car make and model.

Price: Rental cost per hour, day, and week.

Stock: Number of units available.

Category: Car type (Economy, SUV, Luxury).

Location: Pickup/drop-off location.

Availability Status: Whether the car is available for rent.

Bookings:

Booking ID: Unique identifier for each rental transaction.

Customer ID: Linked to the renting customer.

Car ID: Linked to the rented car.

Start Date: Rental start date and time.

End Date: Rental end date and time.

Total Price: Total cost of the rental.

Booking Status: Pending, Confirmed, Completed, or Canceled.

Customers:

Customer ID: Unique identifier.

Name: Full name of the customer.

Contact Info: Email and phone number.

Address: Residential address.

Order History: Past rentals with details.

Payment Method: Preferred payment method (saved for convenience).

Payments:

Payment ID: Unique identifier.

Booking ID: Linked to the relevant booking.

Amount: Total payment amount.

Payment Status: Pending, Completed, or Failed.

Payment Method: Credit card, debit card, or other.

Entity Relationships:

- Cars → Bookings: Each car can have multiple bookings.
- Bookings → Customers: Each booking is linked to a specific customer.
- Payments → Bookings: Payments are associated with specific bookings.

Why Choose Morent?

- Flexible options tailored to your needs.
- Transparent pricing with no hidden costs.
- A diverse fleet, including eco-friendly choices.
- A hassle-free experience from booking to return.

Let's drive into the future, together!