**Business Case CAR RENTAL APPLICATION**

**Introduction**

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| **Business Case Conceptual Structure** | **Definitions** |
|  | **Customer:**  A customer is an individual or business that purchases another company's goods or services.  Customers are important because they drive revenues; without them, businesses cannot continue to exist.  **Supplier**:  A supplier is a person, business, or entity that provides products, data or services to another entity.  **Stakeholder**:  A person with an interest or concern in something, especially a business.  Stakeholders encompass all individuals or groups who have a vested interest in the performance of the business.  **Business Model:**  The term *business model* refers to a company's plan for making a profit. *Examples: Freemium, Subscription, Advertising, etc.*  **Distribution Channel:**  A distribution channel is a path that a product or service could take on its way to market. What's a direct distribution channel? A direct distribution channel is one where a company sells directly to the consumer, usually through their website or retail store. |

**Team No: 2**

**Application Name: RideEase**

*Business case should be documented by completing the table below (Answers column).*

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| **Category** | **BC Section** | **Questions** | **Answers** |
| WHAT? | **Product Overview** | *Give a brief description of the proposed software product.* | RideEase is an innovative car rental application that connects individuals looking for temporary vehicle access with car owners and rental agencies. The platform facilitates seamless booking, secure payments, and convenient car pick-up/drop-off options, catering to both leisure and business travelers. |
| **Value Propositions** | What Customer business needs are we satisfying? | Affordable, flexible, and easily accessible car rentals. |
| What value do we add to the Customers? | Convenience, cost-effectiveness, real-time availability tracking, and secure transactions. |
| **Type of Business Model** | What type of a business model do we adopt? | **Revenue Model:**  1-Commission-based (percentage from each rental transaction).  2-Subscription-based (premium membership for frequent renters offering discounts and priority access). |
| **Key Resources** | What Key Resources do our value propositions require? | **Technical Resources:** Cloud-based infrastructure, AI-driven recommendation engine, GPS tracking system. |
| What are our Distribution Channels? | **Distribution Channels:** **Company Website** – Customers can book rentals directly online through the company's website or mobile app, while travel aggregators like Expedia, Kayak, and Rentalcars.com provide additional platforms for reservations. Additionally, partnerships with hotels and airlines enable customers to include car rentals as part of their travel packages, enhancing convenience and accessibility. |
| **Technology** | What technology will we use to build the product? | Front-end technology: React (Web), React Native (Mobile)  Back-end technology: Node.js with Express, MongoDB |
| Is it a mobile or desktop application? | Desktop application |
| **Known Prototypes** | What are the know prototypes of your product?  *Reference some known portals on the Internet that are similar to your product. You will use these prototypes for developing business, user requirements.* | List of Prototypes:   * Turo * Getaround * Enterprise Rent-A-Car * Hertz |
| WHO? | **External Customers** | Who are our Customers? | * Tourists needing short-term rentals * Business professionals requiring temporary vehicles * Locals needing a car for specific occasions (moving, road trips, etc.) |
| **External Suppliers** | Who are our Suppliers?  *Does the system exchange data with external systems? For example, banks, delivery contractors, restaurants, etc.* | * Individual car owners (peer-to-peer rental model) * Car rental agencies (B2B partnerships) * System integrations with payment gateways (Stripe, PayPal) and GPS tracking services (Google Maps API) |
| **Internal Stakeholders** | Who are our internal Stakeholders?  *Do we need a product development group?*  *Do we need a sales group?*  *Do we need a finance group (accounts payable, receivable)?*  *Do we need a customer support team?*  *Do we need an advertising management group?* | * **Product Development Team** (Engineers, Designers, QA testers) * **Sales Team** (Partnership and customer acquisition) * **Finance Team** (Handling transactions, accounts payable/receivable) * **Customer Support Team** (Handling user queries and complaints) * **Marketing Team** (Advertising and brand awareness management) |
| WHY? | **Expected Benefits to the Customer** | Why do we believe our new product will be better than those already existing on the market? | * **Competitive Advantage:** More flexible rental options compared to traditional car rental agencies. * **User Convenience:** Easy booking process, transparent pricing, and seamless transactions. |
| Why the Customers would want to use our system? | Customers prefer our system for its easy online booking, wide vehicle selection, competitive pricing, and flexible rentals. With 24/7 support, multiple pickup locations, and seamless travel partnerships, we ensure a hassle-free experience. |
| HOW? | **System Use** | How will the External Customers use the system?  What is the main system use scenario for the External Customers? | Browse available vehicles, select a rental period, make payments, pick up the car, and return it. |
| What is the main system use scenario for the Internal Users? | Manage listings, approve rentals, handle customer support, process payments, and analyze usage trends. |
| **Revenue Generation, Revenue Streams** | How will we make money?  *Such as Subscription fees, renting, leasing, licensing, brokerage fees, advertising sales, etc.* | * **Commission Model:** A percentage from each successful rental transaction. * **Subscription Fees:** Premium membership offering perks like discounts and priority booking. * **Advertising Sales:** Car insurance providers, travel agencies, and related businesses can advertise on the platform. |