

DAY-1

Date 16-01-25

Laying the Foundation for Morent Car Rental.

Introduction ⇒

The Morent Car Rental Website is a dynamic platform built to provide customers with seamless access to rental vehicles.

Designed for convenience, affordability and accessibility, this website addressed the growing demand for flexible car rental options in today's fast-paced world.

This assignment explores how Morent aligns with key principles of rental e-commerce, focusing on sustainability, customer convenience, and innovation in marketplace design.

Marketplace Type ⇒

1. Problem Solved:

Customers faced challenges in finding affordable and reliable rental cars for short-term needs.

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2. Target Audience:

- Primary: urban professionals, tourists and individuals in need of short-term transportation solution.

- Secondary: Businesses requiring temporary fleet solution for employee travel.

3. Products and Services offered:

- Rental Services: Hourly, daily, weekly and location wise car rentals.

- Categories: Economy cars, luxury cars, SUV, and electric cars.

- Add-ons: GPS systems, child seats and insurance packages.

DATA SCHEMA =>

Entities Identified:

- Vehicles: car details such as ID, model, price, and availability.

- Customers: Profiles containing personal information and booking history.

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Booking: Records of transactions including dates, vehicle IDs, and customer details.

Payments: Tracks transaction statuses and amounts.

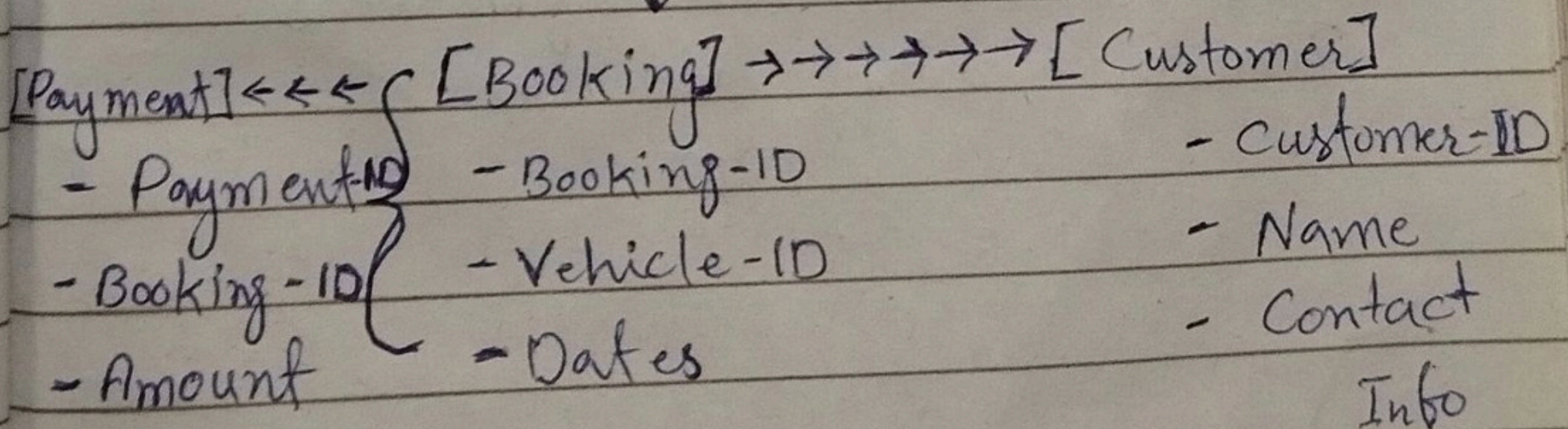
2. Relationships Between Entities:

- Vehicle \rightarrow Bookings (linked by vehicle ID).
- Customer \rightarrow Bookings (linked by - customer ID)
- Bookings \rightarrow Payments (linked by Booking-ID)

3. Diagram:

[vehicle]

- ID
 - Model
 - Price
 - Availability
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Key Features of Website: ➡ 16-01-2025

1. Inventory Management: Tracks real-time car availability and condition.
2. Reservation System: Allows booking by date, time, Range, locations and categories.
3. Dynamic Pricing: Adjusts rates based on demand, cities and rental period.
4. Payment Integration: Secure transactions with multiple payment options.
5. Customer Profile:
Stores rental history and recommendations.