



Enterprise Mobility™

CASE COMPETITION



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ENTERPRISE CORE STRENGTHS

TECHNOLOGY INFRASTRUCTURE

AS A GLOBAL TECHNOLOGY-DRIVEN MOBILITY COMPANY, ENTERPRISE LEVERAGES A ROBUST BOOKING AND DATA PLATFORM CAPABLE OF RAPID INTEGRATION AND INNOVATION

CORPORATE PARTNERSHIPS

STRONG RELATIONSHIPS WITH FORTUNE 500 CLIENTS – IMMEDIATE USER BASE FOR THE ECA TIERS.

DATA ANALYTICS & CRM

ENTERPRISE ALREADY COLLECTS RENTAL, USAGE, AND SPEND DATA – EASILY LEVERAGED FOR POINT SYSTEMS AND DYNAMIC PRICING.

SCALABILITY

9,500+ GLOBAL BRANCHES → PHYSICAL CAPACITY TO MANAGE TIER PERKS, FLEET PRIORITIZATION, AND UPGRADES.

25%

Additional tariff on imported passenger vehicles and light trucks as of April 2025

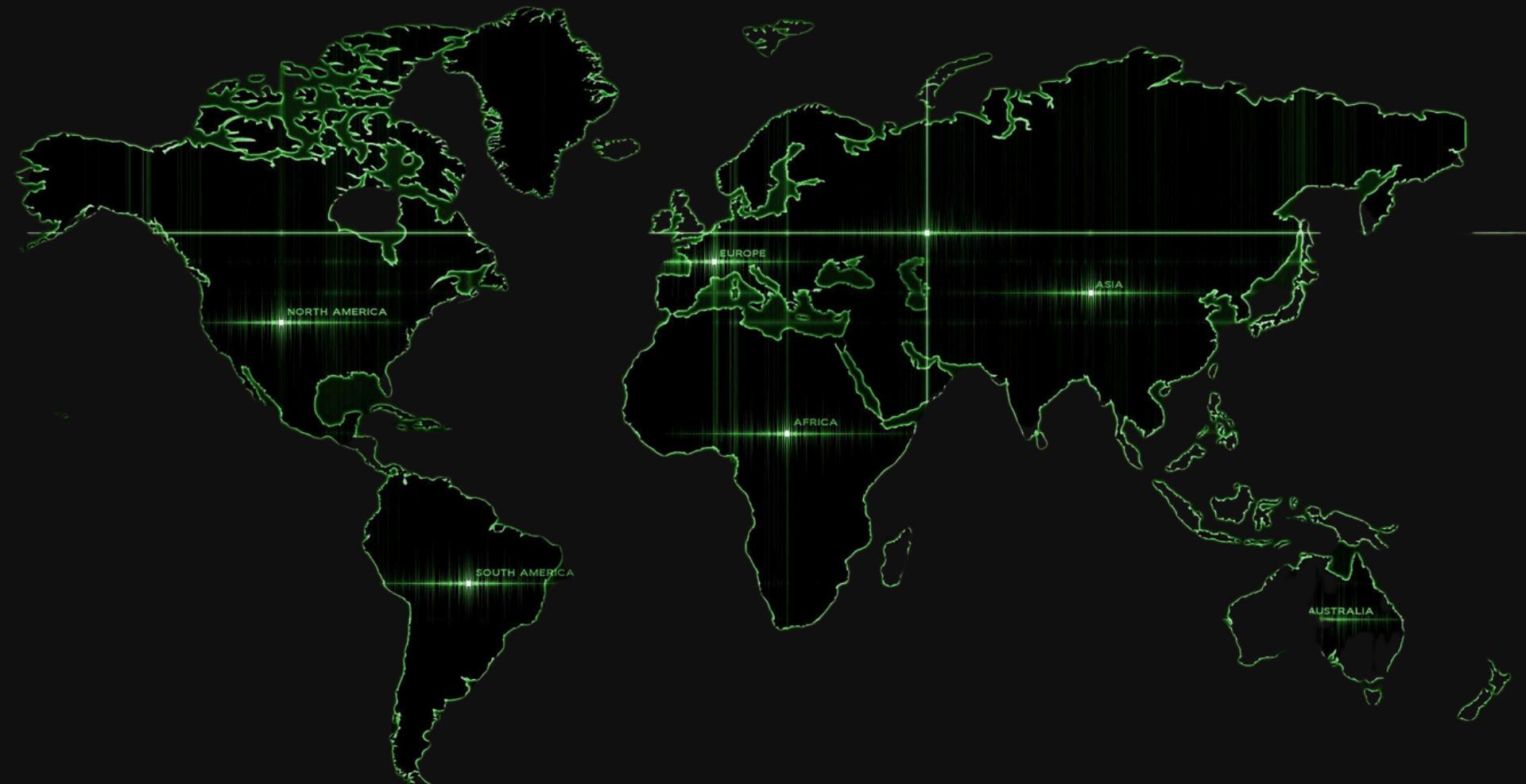
\$6400

Estimated average increase in cost of a vehicle due to tariffs

2.12%

Average MSRP increase across all vehicles from 2024 to 2025 before tariffs

BACKGROUND



25%

Additional tariff on imported passenger vehicles and light trucks as of April 2025

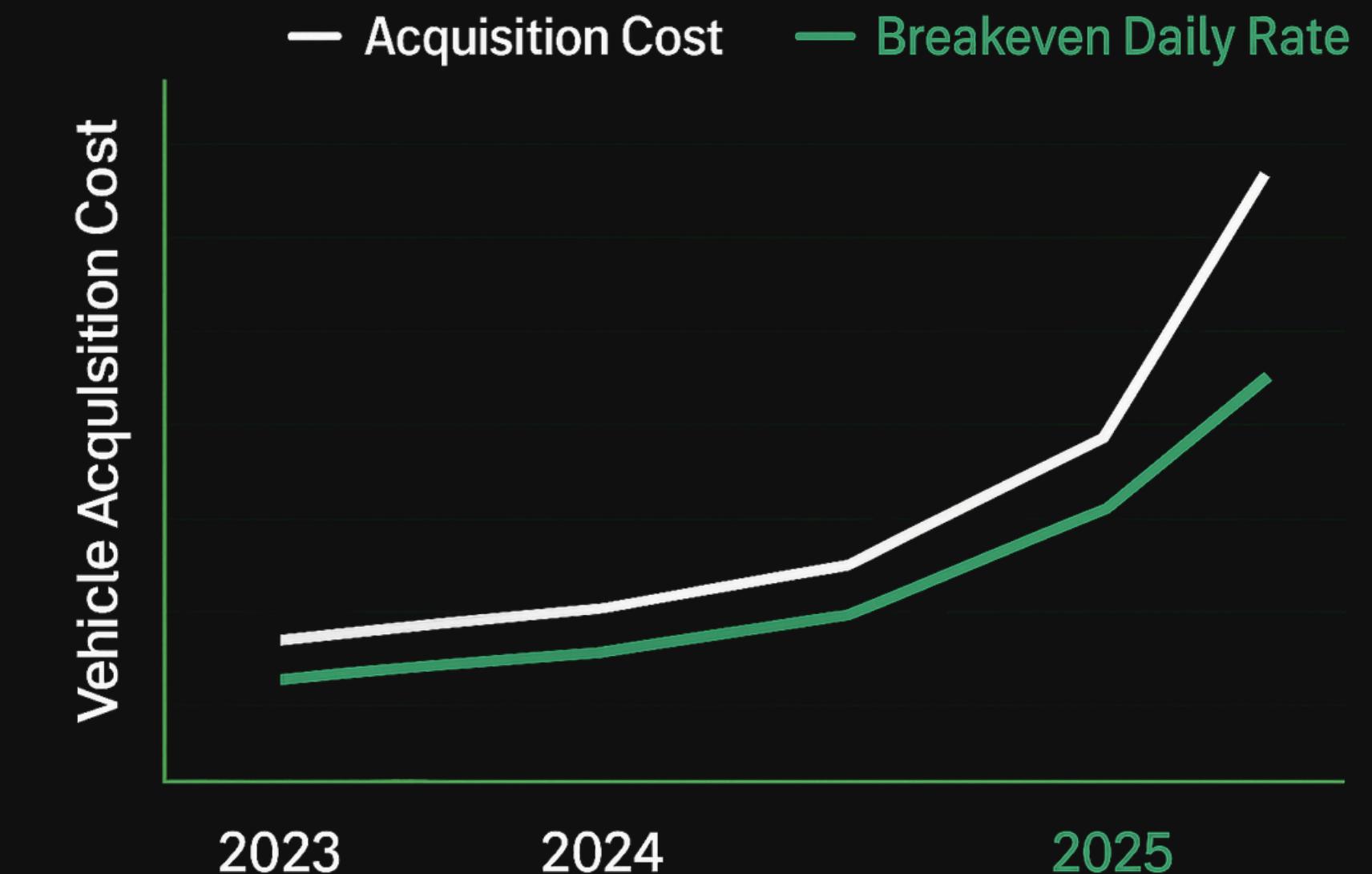
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IMPACT



STRATEGIC OBJECTIVE

**“BALANCING PROFITABILITY AND PRESERVATION OF STRONG CLIENT
RELATIONSHIPS. BECAUSE OF RISING VEHICLE COSTS AND TARIFFS
RESULTING IN HIGHER RENTAL RATES”**

ECAT - MECE FRAMEWORK

FOCUS AREAS

1. Internal Strategy

Transparent pricing through
data-driven insights

2. Financial Analysis

Aligning operations with client
growth goals

3. Incentive Model

Incentivizing loyalty through
value-based benefits

KPI



RISK



■ Internal Strategy - Transparency

HOW WE DO THIS - Global Cost Analysis

**WE WIN ONLY
WITH YOU!**

“We’re working to not only evolve with the mobility industry, but to also help shape it.”

-Chrissy Taylor, President & Chief Executive Officer -
Enterprise Mobility

Consumers say they're willing to pay 5-10% MORE for a product that promises total transparency

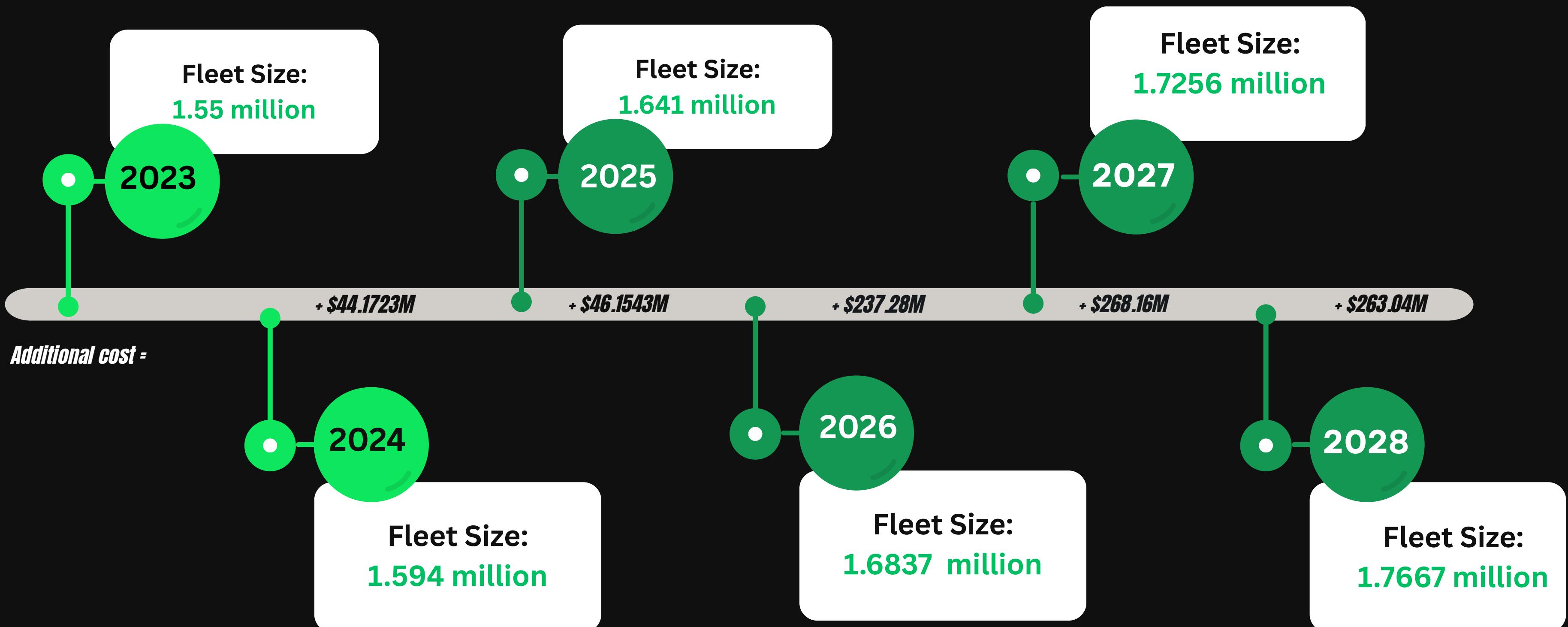
Source: Business.com



FROM FORBES:

“Statistics show that consumers value transparency, and companies that are open about tariffs can build trust and loyalty, as 94% of consumers are more likely to remain loyal to a transparent brand”

Financial analysis

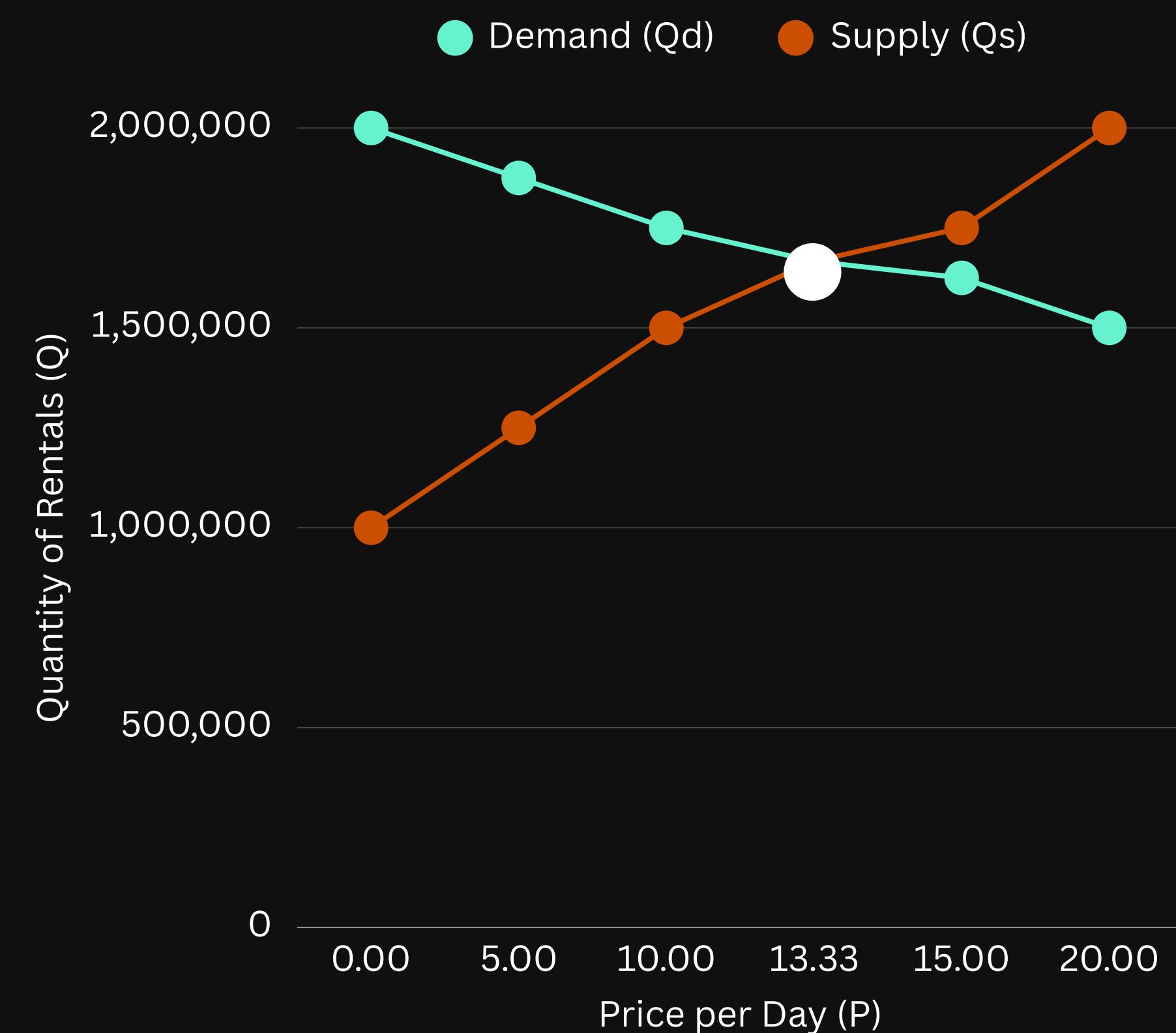


*\$45 Million in average
additional costs per year before tariffs*

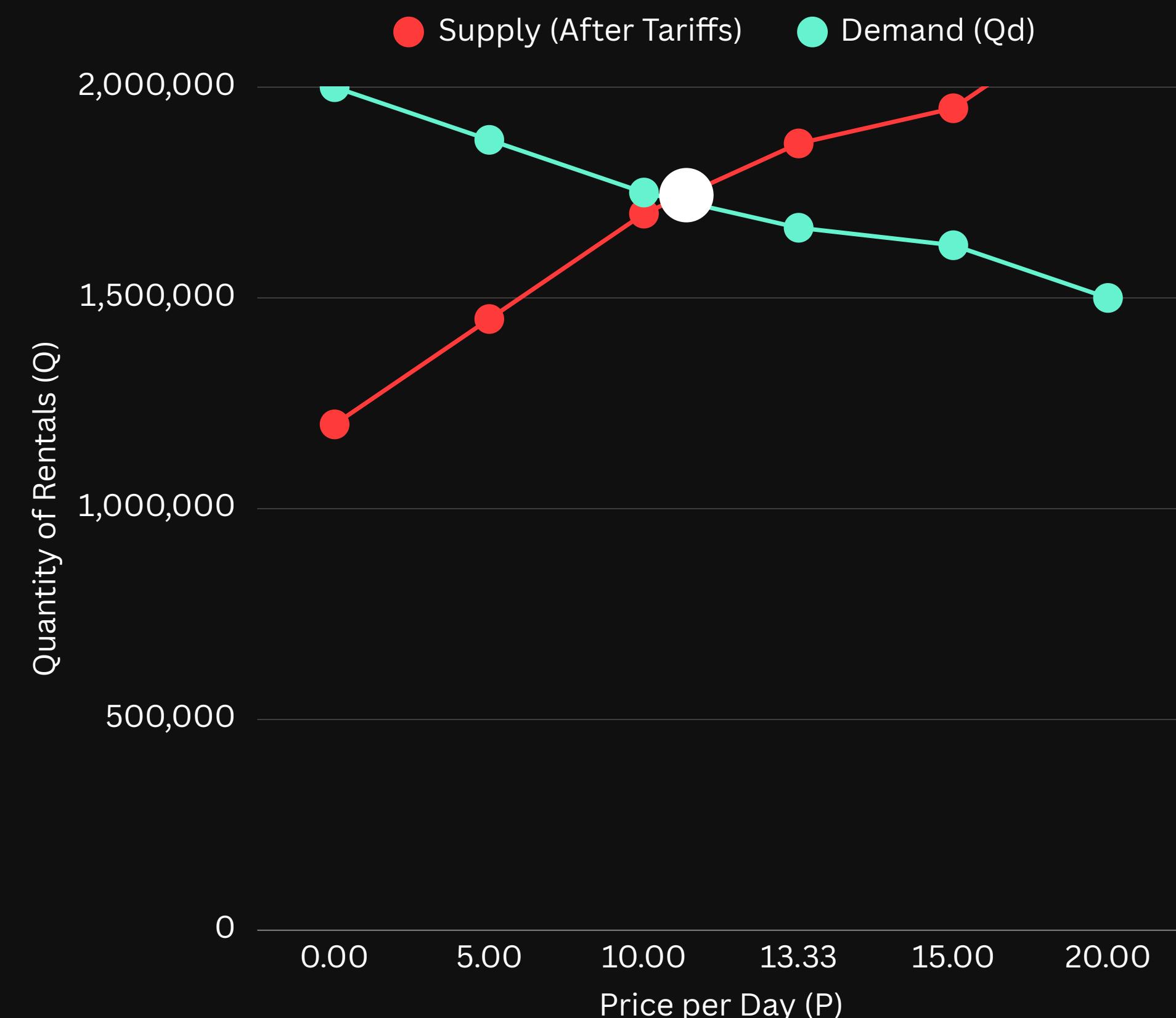
*\$256.16 Million in average
additional costs per year due to tariffs*

Tariffs Disrupt Market Equilibrium: Higher Prices, Lower Rental Volume

Before Tariffs



After Tariffs



 Incentive Model

Partnership

SOLUTION - ECAT - ENTERPRISE CORPORATE ALLIANCE Tool

“Driving Partnership, Value,
and Reliability — Together.”

Value

Transparent operations ensuring consistency,
dependability, and client confidence.

Reliability

Meaningful rewards creating savings,
sustainability, and measurable ROI.

Incentive Model

Your Fleet Overview

Your Fleet Utilization

91.8% ↗ +3.4%

Across all locations



Active Vehicles

1,247 ↗ +87

In your fleet



This Month's Trips

8,429 ↗ +892

Company-wide



Your Rewards Summary

Available Points

2,458,300 ↗ +184,200

Ready to redeem



Points Earned (MTD)

184,200 ↗ +18.5%

This month



Est. Annual Savings

\$1.84M ↗ +\$284K

Through rewards program



Your Progress

Points to Next Tier

2,458,300 / 3,000,000

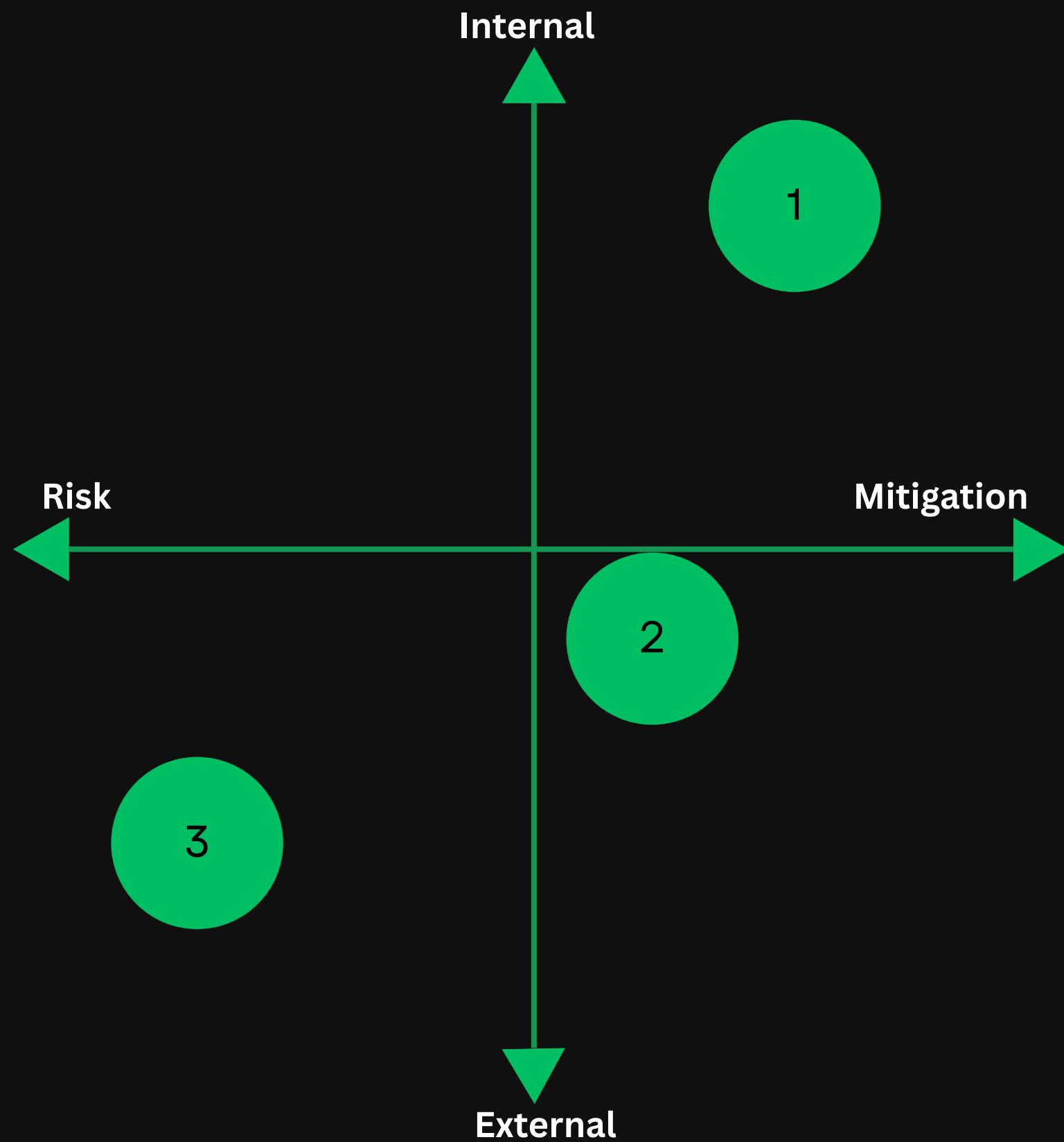
82% complete

Monthly Spending Goal

1,240,000 / 1,500,000

83% complete

RISK & MITIGATIONS



Client Pushback On Rate Increase

Mitigation: Lead with transparency and value

Competitor undercutting or price matching

Mitigation: Highlight reliability and total value

Decreased usage by cost sensitive accounts

Mitigation: Offer flexible loyalty incentives

KEY PERFORMANCE INDICATORS (KPI) – TRACKING ECAT PROGRAM SUCCESS

FINANCIAL PERFORMANCE



*Fleet
Utilization
Rate*

+ 10%

*Revenue Per
Corporate Client Year
on Year*

CUSTOMER LOYALTY + RETENTION



*Rewards
Enrollment
within a year*

+ 12%

*Corporate
Retention
Gold/Platinum
Clients by
Year 2*

25%

OPERATIONAL EFFICIENCY



*On time
Vehicle
Delivery*

+ 100K

*Monthly
Bookings
From ECAT*

< 24H

*Resolution
Time*

THANK YOU!



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QUESTIONS?



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