

DAY 07: LIVE DEPLOYMENT AND POST-LAUNCH PRACTICES

Business Pitch Deck

- **Introduction:**

- **Market-Place Name:** Car Rental E-Commerce Website.
- **Tagline:** Cars for Every Journey.
- **Overview:**
 - Rental Car is an online marketplace that makes renting cars as easy as possible. Whether it's for a road trip, family visit, or daily commute, we offer a wide variety of cars to suit every purpose. Our vision is to make transportation simple, affordable, and convenient while ensuring customer satisfaction.

- **Problem Statement:**

- **Limited Affordable Car Rentals:** Customers face high costs when renting cars, especially during holidays and peak seasons, which restricts their travel options.
- **Lack of Availability and Variety:** Users struggle to find vehicles suited to their needs, such as economy cars for short trips or luxury vehicles for special events.
- **Inconvenient Rental Options for Tourists and Commuters:** Tourists and daily commuters often lack flexible, reliable rental options, limiting their mobility.
- **Data Example:** According to market research, **over 45% of car renters** reported dissatisfaction with complicated booking systems and limited vehicle availability.

- **Our Solution:**

- **Affordable Rental Options:** Rental Car connects users with cost-effective car rental deals, ensuring competitive prices throughout the year.

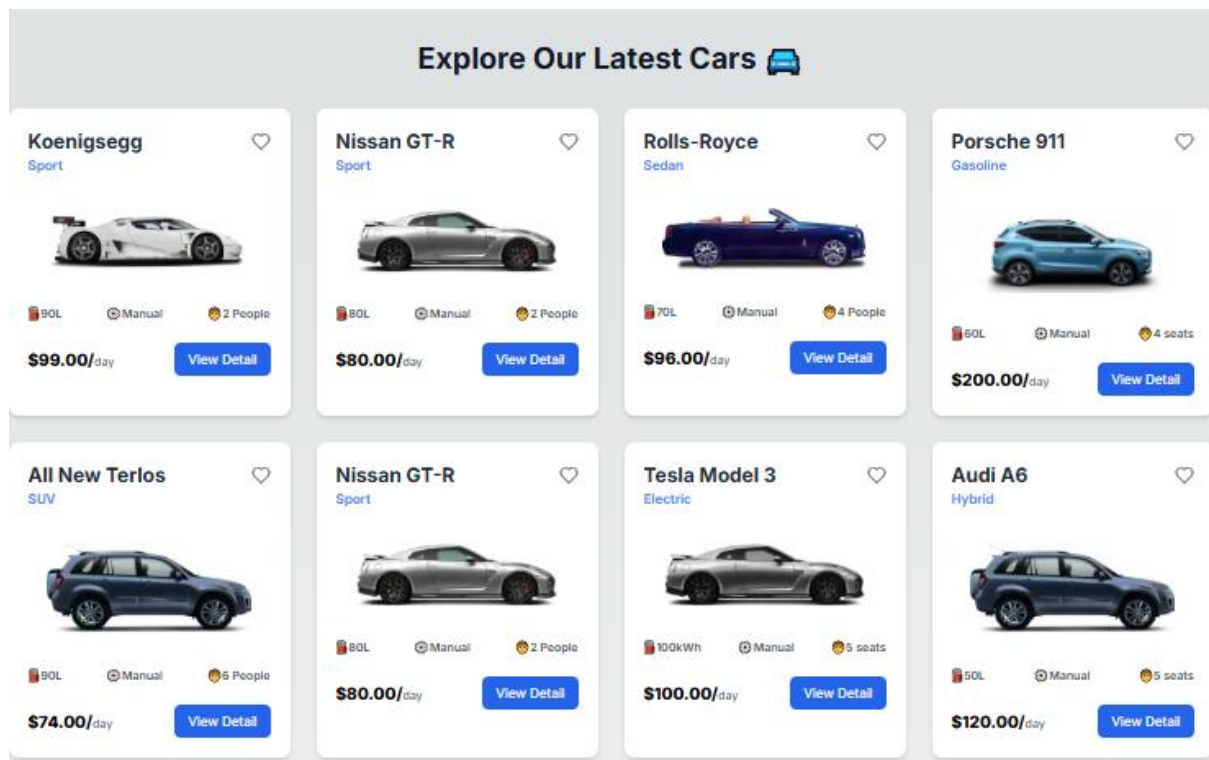
- **Seamless Online Booking:** Our platform simplifies the entire process users can book, modify, or cancel reservations with just a few clicks.
 - **Wide Selection of Vehicles:** From budget-friendly cars to premium models, we provide diverse options for every customer need.
 - **Flexible and Convenient Rental Plans:** Our marketplace offers short-term, long-term, and one-way rentals to fit various travel requirements.
 - **Customer-Centric Experience:** By focusing on user convenience and satisfaction, we aim to deliver a hassle-free and reliable car rental solution.
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- **Market Opportunity in Pakistan:**
 - **Target Market Size:**

The car rental market in Pakistan is expanding, with a growing number of tourists, business travelers, and local commuters in need of reliable and cost-effective transportation. Major cities such as Karachi, Lahore, and Islamabad are key markets.
 - **Growth Potential:**
 - With the rise in eco-consciousness and growing interest in sustainability, there is increasing demand for hybrid and electric vehicles.
 - The shift toward rental services instead of owning vehicles is growing, especially due to rising fuel prices and vehicle maintenance costs.
 - **Key Trends:**
 - **Eco-friendly Vehicles:** More customers are seeking environmentally friendly options like **hybrid, electric, and fuel-efficient vehicles** (diesel and gasoline). This demand is driven by the increasing focus on reducing carbon footprints.
 - **Digitalization of Rental Services:** The popularity of online car rental platforms is growing due to convenience and the ease of booking.
 - **Government Incentives:** Pakistan's government is supporting the electric vehicle sector with policies and incentives, contributing to the demand for electric cars.

- **Tourism and Commuter Growth:** With the increase in both local and international travel, car rentals, including hybrid and electric models, are becoming more appealing for tourists and daily commuters looking for more sustainable transportation options.

- **Products:**

- Our product offers easy booking of hybrid, electric, and fuel-efficient vehicles with secure payments.



- **Business Model:**

- **Commission-based Model:** A percentage of each booking made through the platform.
- **Subscription Fees:** Monthly/yearly plans offering discounts and exclusive benefits.
- **Vehicle Listing Fees:** Charges for vehicle owners to list their cars.
- **Premium Services:** Extra fees for services like insurance and upgrades.
- **Advertisement Revenue:** Earnings from targeted ads on the platform.

- **Marketing Strategy:**

- **Digital Ads:** Promote on social media and search engines.
- **Referral Program:** Reward customers for referring new users.

- **Partnerships:** Work with travel agencies and hotels.
- **Content Marketing:** Share helpful tips and engaging content.
- **Customer Support:** Offer 24/7 support for satisfaction.
- **Discounts:** Provide seasonal offers and deals.

- **Team:**

- **Muhammad Awais - Founder/CEO:**
Driving the company's vision to innovate the car rental market, with expertise in digital solutions and entrepreneurship.
- **Future Team Members:**
We are actively expanding our team with skilled professionals to optimize our operations and enhance service delivery.

- **Financial Projections:**

- **Revenue Streams:**
 - **Booking Commissions:** 10-15% per booking.
 - **Subscription Fees:** \$5,000 - \$10,000 monthly.
 - **Vehicle Listing Fees:** \$50 - \$100 per vehicle monthly.
 - **Premium Services:** \$2,000 monthly.
 - **Advertisement Revenue:** \$1,000 - \$2,000 monthly.
- **Costs:**
 - **Platform Development:** \$5,000 initial, \$1,000 monthly.
 - **Marketing:** \$3,000 - \$5,000 monthly.
 - **Operational Expenses:** \$2,000 - \$3,000 monthly.
 - **Team Salaries:** \$10,000 - \$15,000 monthly.
 - **Miscellaneous Costs:** \$1,000 monthly.

- **Call to Action:**

- We are looking for **investment** and **strategic partnerships** to fuel the growth of our car rental platform. With your support, we can expand our fleet, enhance the user experience, and increase market reach. Together, let's transform the car rental industry and provide seamless transportation for everyone.

THANK YOU