**CHAPTER 1**

**INTRODUCTION**

1. **Background of the study**

* Need of the study
* Importance of the study

1. **Statement of the Problem**
2. **Objectives of study**
3. **BACKGROUND OF THE STUDY:**

The background of the study of a bike rental company would involve a thorough analysis of the market and demand for bike rentals in the specific location where the company operates. This would include understanding the demographics and interests of the target audience, as well as the availability of existing bike rental services and their pricing and quality.

Additionally, the study would need to consider the company's own operations and logistics, such as the availability and cost of bikes, the location and accessibility of rental stations, and the maintenance and repair requirements for the bikes.

Other factors that may be relevant to the background of the study could include the regulatory environment and any permits or licenses required for the company's operations, as well as potential partnerships or collaborations with local businesses or organizations.

* **Need of the study:**

The need for a study of a bike rental company arises from the fact that it is essential to understand the market and demand for bike rentals in the specific location where the company operates. This understanding can help the company to develop a successful business strategy and make informed decisions about its operations and logistics.

Additionally, conducting a study can help the company to identify its strengths, weaknesses, opportunities, and threats, and propose recommendations for improvement and growth. The study can also help the company to evaluate its financial performance, revenue streams, marketing strategies, and customer satisfaction levels.

Furthermore, the study can help the company to assess the feasibility of its operations and logistics, such as the availability and cost of bikes, the location and accessibility of rental stations, and the maintenance and repair requirements for the bike Overall, the need for a study of a bike rental company is to gain a comprehensive understanding of the market, logistics, and potential challenges and opportunities for the company in order to develop and implement a successful business plan.

* **Importance of the study:**

1. Bikes are environment friendly
2. Convenient and easy commuting
3. Better developed Cycling Laws
4. Healthier Population
5. Bonus Point
6. **Statement of the Problem**

The Manual Bike rental system provides services only during office hours. So; customers have limited time to make any transactions or reservation of the bikes.

The existence of the online bike rental systems now a days has overcome the limitation of the business operation hour. However; there is still a few numbers of these online bike rental systems in India and most of the systems offered reservation service for tourists or traveller. Besides that, there are some customers who faced a problem in choosing bike to be rented which suitable with some of the important requirements.

1. To rent a Bike a prospective renter must first go to the nearest office to register as a client.

2. Bikes that provide difficulties to rent out are normally advertised in local or national newspaper.it involves a lot of paper work and consumes time.

1. **Objectives of the study**

The objective of the proposed Online bike Rental System, the users are able to enter the company's website for searching and reserving their favourite bikes easily through the Internet and it can be accessed anywhere anytime in the India . Hence, the company is able to improve their customer satisfaction level, increasing efficiency by provides better services to their customer.

Therefore, the proposed web-based system has the following features that will be included in the Online Bike Rental System. With the proposed system, the achievable advantages are as follows.

1. **View tracking history and update personal information:**

The registered members are allowed to view and track the reservation history. Besides, they are able to update their personal information if necessary from time-to-time.

1. **View Bikes with affordable pricing :**

The rental pricing for each type of bike are clearly listed in the propose system to enable the registered and unregistered users to compare themselves with their competitors. The listed pricing are affordable for employed and unemployed employees or citizens who their incomes range are between low-medium levels to upper-upper level.

1. **Post suggestions, comments, and complaints:**

The registered and unregistered users are able to post their suggestions, comments and complaints through the propose system. Therefore, the company will improve themselves from time-to-time to ensure that their customers are satisfied with their services given.

1. **Print reports:**

The propose system is able to generate reports such as monthly Bike reservation reports and monthly GPS navigation device reservation reports to the management for further improvements purpose or future reference purpose.

**CHAPTER-2**

**THEORETICAL BACKGROUND**

**INTERNATIONAL MARKET**

The world’s two-wheeler Automobile service Market is estimated to succeed in USD 810.30 Billion by 2026, consistently according to the Reports and Data. This is mainly happening because of growing need of passenger’s safety. Increase in consciousness linked with vehicle maintenance and safety is speculated to drive the market.

Increased road safety consciousness within the people, has now become typical for maintaining and repair expenses through private anticipation. Also, a rise within the sales of used two- wheeler in many regions, especially in transforming economies; advanced technology is fueling market growth.

By the same token, cost worthiness, availability of service elasticity and reliable maintenance services is enhancing the market growth globally. Due to the help of technological advancements, the average age of two-wheeler has grown and therefore the capacity to drive extra miles has also grown.

The developing nations are spending their huge amount on road transport for ease of traveling and authenticity. The two-wheeler Automobile service market within the Asia is expanding because of growing demands of two-wheeler automobile.

**NATIONAL MARKET:**

two-wheeler Automobile industry is extremely huge in India. It worth around 34,000 Cr by 2021 as per marketing study report and is going increase at the speed 4% CAGR rate per annum.

However, two-wheeler automobile service industry can be separated into two categories

a. Unauthorized two-wheeler service centers

b. Manufacturer two-wheeler authorized service centers. Unauthorized two-wheeler service centers capture 65% of the market whereas Manufacture of two-wheeler authorized service

centers captures only 35%.

Local service centers and multi brand service center are playing an important role in the automobile service industry and supply service at a really cheaper rates for all the brands under a roof. Even though trained technician and technological increment in two-wheeler authorized service centers, customer isn’t satisfied with the service. the very common reason is cost, pocket friendly servicing of their vehicle will reduce such problem. Authorized service centers are mainly focused on providing services which are best when during the warranty period

**CHAPTER-3**

**RESEARCH METHODOLOGY**

To effectuate this report, I have taken help from sources such as Research design and sample Method, Data Sources. These above-mentioned resources I have taken into consideration due to its specifications and accuracy to maintain transparency into this report.

1. **Research design**
2. **Sample Method**
3. **Data Sources**

**Meaning of Research:**

Research refers to the systematic and organized investigation or study of a particular subject or topic with the aim of discovering new knowledge, generating insights, or validating existing theories. It involves the specific research questions or objectives

**Meaning of Business Research:**

The main purpose of business research is to gather relevant and reliable information to support decision-making and improve business performance. It helps organizations understand market trends, customer needs and preferences, industry dynamics, and competitive landscapes. It also enables businesses to identify new opportunities, assess risks, and develop effective strategies and solutions.

1. **Research design:**

A research design is the arrangement of the condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

A research design is the specification of methods and procedure for acquiring the information needed to structure or to solve problems. It is the overall operation pattern or framework of the project that stipulates what information is to be collected from which source and be what procedure

1. **Sampling Method:**

The sampling technique used in simple random sampling simple random sampling in the popular and simplest technique of chance of being include or selected in the sample.

* **Random Sample Method**

1. **Samling Size:**

a part of population which represent characteristics of the population selected for the data collection in known as sample of the study. The member of elements of the sample is known as sample size.

In the survey the sample size is 20 customer.

**There are two sources of data that I have presented in this report**

1. **Primary Data:**

Primary data was collected through survey method by distributing questionnaires to employees. The questionnaires were carefully designed by taking account the parameters of my study

1. Deep and careful examination of organization
2. Conversation with permanent employees and founder itself.
3. **Secondary Data:** Data was collected from websites, going through the records of the organization, etc. it is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study or in other words we can say that secondary data is the data used previously for the analysis and the results are undertaken for the next process.
   1. Motocross India website.
   2. internet cyberspace.
   3. presentation and references catered by organization
   4. One to one customer reviews.

**CHAPTER-4**

**SECTOR ANALYSIS**

1. **Size of the Industry:**

The size of the automobile industry can be measured in various ways, including revenue, production volume, and employment. Here are some key statistics that give an indication of the size of the industry:

**1. Revenue:** According to Statista, the global revenue of the automotive industry was around $3.3 trillion in 2020. This revenue includes sales of automobiles, parts, accessories, and related services.

**2. Production volume:** The number of vehicles produced is another measure of the size of the industry. In 2020, around 77 million passenger cars and commercial vehicles were produced worldwide, according to the International Organization of Motor Vehicle Manufacturers (OICA).

**3. Employment:** The automobile industry is a major employer globally. According to the International Labour Organization (ILO), the automotive sector provides employment to more than 13 million people worldwide.

**4. Contribution to GDP**: The automobile industry also contributes significantly to the gross domestic product (GDP) of many countries. For example, in the United States, the motor vehicle and parts manufacturing sector contributed around $450 billion to the GDP in 2020, according to the Bureau of Economic Analysis.

It's worth noting that these figures can vary from year to year and may differ depending on the source and the specific definition of the automobile industry used. Additionally, the impact of the COVID-19 pandemic has had significant effects on the industry, including disruptions in production and sales.

1. **Growth rate:**

The growth rate of the automobile industry can be measured in various ways, including revenue growth, production growth, and market share growth. Here are some factors that can influence the growth rate of the automobile industry:

**1. Economic conditions:** Economic factors, such as GDP growth, consumer spending, and interest rates, can have a significant impact on the growth rate of the automobile industry. During periods of economic growth and stability, there is typically higher demand for vehicles, leading to increased production and sales.

**2. Technological advancements**: The automobile industry is constantly evolving with new technologies, such as electric vehicles, autonomous driving systems, and advanced safety features. The adoption and integration of these technologies can drive growth in the industry as consumers seek out innovative and eco-friendly vehicles.

**3. Government policies and regulations:** Government policies and regulations, such as emission standards and incentives for electric vehicles, can influence the growth rate of the automobile industry. Supportive policies and regulations can drive demand for certain types of vehicles and encourage investment in research and development.

**4. Consumer preferences and trends:** Changing consumer preferences, such as a shift towards SUVs or electric vehicles, can impact the growth rate of the automobile industry. Automakers need to adapt to these changing preferences and offer vehicles that align with consumer demand.

**5. Global market dynamics:** The growth rate of the automobile industry can also be influenced by global market dynamics, such as trade policies, competition from international manufacturers, and shifts in consumer preferences in different regions.

It's important to note that the growth rate of the automobile industry can vary from year to year and across different regions and countries. Additionally, external factors like natural disasters, economic recessions, and geopolitical events can also impact the growth rate of the industry.

1. **Govt. Regulations:**

Government regulations play a crucial role in the automobile industry. These regulations are designed to ensure safety, protect the environment, and promote fair competition. Here are some common areas where government regulations are implemented:

**1. Safety Regulations:** Governments establish safety regulations to ensure that vehicles meet certain safety standards. These regulations may cover areas such as crashworthiness, occupant protection, braking systems, lighting, and emissions. Safety regulations are typically enforced through testing and certification processes.

**2. Emission Standards:** Governments set emission standards to reduce the environmental impact of vehicles. These standards aim to limit the amount of pollutants released into the atmosphere, such as carbon dioxide (CO2), nitrogen oxides (NOx), and particulate matter. Emission standards may vary by country or region and can be enforced through testing and compliance requirements.

**3. Fuel Efficiency Standards:** Governments may establish fuel efficiency standards to promote the development and use of more fuel-efficient vehicles. These standards typically require automakers to meet certain average fuel economy targets for their vehicle fleets. Fuel efficiency standards are often used as a means to reduce greenhouse gas emissions and dependence on fossil fuels.

**4. Consumer Protection:** Governments also enact regulations to protect consumers in the automobile industry. These regulations may cover areas such as advertising practices, consumer rights, warranties, and product recalls. Consumer protection regulations aim to ensure that consumers are informed, treated fairly, and receive products that meet certain quality standards.

**5. Trade Policies:** Governments may implement trade policies that impact the automobile industry. These policies can include tariffs, import/export restrictions, and trade agreements. Trade policies can influence the competitiveness and market access of automakers and may affect the flow of vehicles and components across borders.

It's important to note that government regulations can vary significantly between countries and regions. Automakers must comply with these regulations to operate legally in each market. Non-compliance can result in fines, penalties, or even bans on the sale of vehicles. Additionally, government regulations in the automobile industry are subject to change, as new technologies and environmental concerns emerge.

1. **Global View:**

The global automobile industry is a vast and complex sector that encompasses a wide range of activities, including manufacturing, sales, distribution, and services related to motor vehicles. Here is a global view of the automobile industry:

**1. Market Size:** The global automobile industry is one of the largest industries in the world. In terms of revenue, it was estimated to be around $3.3 trillion in 2020. This industry includes companies involved in the production, sales, and maintenance of automobiles, as well as the manufacturing of parts and accessories.

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**2. Key Players:** The automobile industry is dominated by several multinational corporations. Companies such as Toyota, Volkswagen, General Motors, Ford, and Honda are among the largest and most influential players in the global market. These companies have a significant presence in multiple countries and produce a wide range of vehicles.

**3. Regional Variations:** The automobile industry is not evenly distributed across the globe. Different regions have varying levels of production, sales, and consumer preferences. For example, Asia-Pacific is the largest market for automobiles, with countries like China, Japan, and India having strong automotive industries. Europe is also a major automotive hub, with countries like Germany, France, and Italy known for their automobile manufacturing capabilities.

**4. Emerging Markets:** The automobile industry is experiencing growth in emerging markets such as China, India, and Brazil. These countries have seen increasing demand for automobiles due to rising incomes, urbanization, and a growing middle class. As a result, many multinational companies have invested heavily in these markets and established manufacturing facilities to cater to the demand.

**5. Technological Advancements:** The global automobile industry is undergoing significant technological advancements. Electric vehicles (EVs), autonomous driving, and connected car technologies are transforming the industry. Many countries and companies are investing in research and development to stay competitive in this rapidly evolving landscape.

**6. Environmental Concerns:** The automobile industry is also facing increasing pressure to address environmental concerns. Governments and regulatory bodies worldwide are implementing stricter emission standards and promoting the adoption of electric and hybrid vehicles to reduce greenhouse gas emissions and combat climate change.

**7. Supply Chain and Trade:** The global automobile industry relies on a complex supply chain involving numerous components and parts suppliers. The industry is highly interconnected globally, with the movement of vehicles, parts, and components across borders. Trade policies and agreements have a significant impact on the industry, influencing market access and competitiveness.

**8. Employment:** The automobile industry is a major source of employment globally, providing jobs in manufacturing, sales, research and development, logistics, and services. It supports millions of jobs worldwide and contributes to economic growth in many countries.

Overall, the global automobile industry is a dynamic and influential sector that plays a crucial role in the global economy, technology advancement, and mobility. It faces various challenges, including environmental concerns, changing consumer preferences, and evolving regulations, but it continues to adapt and innovate to meet the demands of a rapidly changing world.

1. **Firm’s Position in the Market:**

The automobile industry holds a prominent position in the global market. It is one of the largest industries in terms of revenue and employment. Here are some key aspects of the automobile industry's position in the market:

**1. Market Size:** The automobile industry has a significant market size, with global revenue estimated to be around $3.3 trillion in 2020. This revenue includes sales of vehicles, parts, accessories, and related services.

**2. Global Presence:** The automobile industry is highly globalized, with major players operating in multiple countries and selling vehicles in various markets. Companies like Toyota, Volkswagen, General Motors, Ford, and Honda have a strong global presence and dominate the market.

**3. Market Share:** The market share of different automobile companies varies depending on factors such as brand reputation, product offerings, and market demand. Companies like Toyota and Volkswagen consistently rank among the top in terms of market share, while others like Tesla have gained market share in the electric vehicle segment.

**4. Competitive Landscape:** The automobile industry is highly competitive, with intense rivalry among companies to capture market share. Companies compete on factors such as product innovation, pricing, quality, and customer service to gain a competitive edge.

**5. Consumer Demand:** Consumer demand plays a crucial role in shaping the automobile industry's position in the market. Factors such as changing consumer preferences, economic conditions, and technological advancements influence the demand for vehicles and impact market dynamics.

**6. Market Trends:** The automobile industry is constantly evolving, driven by market trends such as the rise of electric vehicles, increasing demand for SUVs, and advancements in autonomous driving technologies. Companies that can adapt to these trends and offer innovative products are better positioned in the market.

**7. Emerging Markets:** The automobile industry is experiencing growth in emerging markets, particularly in countries like China, India, and Brazil. These markets present opportunities for companies to expand their customer base and increase market share.

Overall, the automobile industry holds a significant position in the global market due to its size, global presence, and competitive nature. However, companies must continually adapt to changing consumer demands and market trends to maintain their position and stay competitive.

1. **Major Players:**

The automobile industry is dominated by several major players, both in terms of revenue and market share. Here are some of the major players in the automobile industry:

**1. Toyota:** Toyota is one of the largest automobile manufacturers globally, known for its reliable and fuel-efficient vehicles. It offers a wide range of vehicles, from compact cars to SUVs and trucks. Toyota has a strong global presence and consistently ranks among the top in terms of market share.

**2. Volkswagen Group:** Volkswagen Group is a German multinational automotive conglomerate that owns several well-known automobile brands, including Volkswagen, Audi, Porsche, and Skoda. It is one of the largest automotive manufacturers in the world and has a diverse product portfolio.

**3. General Motors:** General Motors (GM) is an American multinational corporation that produces vehicles under various brands, including Chevrolet, GMC, Cadillac, and Buick. GM has a global presence and is known for its innovation and technological advancements in the automobile industry.

**4. Ford:** Ford Motor Company is an American multinational automaker that produces and sells a range of vehicles, including cars, trucks, and SUVs. Ford is known for its popular models like the Ford Mustang and F-150 pickup truck. It has a strong presence in both the domestic and international markets.

**5. Honda:** Honda is a Japanese automobile manufacturer known for its reliable and fuel-efficient vehicles. Honda produces a wide range of vehicles, including cars, motorcycles, and power equipment. It has a global presence and is recognized for its innovation and technological advancements.

6. **Hyundai-Kia:** Hyundai and Kia are South Korean automobile manufacturers that have gained significant market share globally. Both brands offer a range of vehicles, from compact cars to SUVs, and have built a reputation for their quality and value for money.

**7. Tesla:** Tesla, led by CEO Elon Musk, is an American electric vehicle manufacturer that has disrupted the automobile industry with its innovative electric cars. Tesla is known for its high-performance electric vehicles and advanced autonomous driving technologies.

These are just a few of the major players in the automobile industry, and there are many other companies that contribute to the global automotive market. The competitiveness and market share of these players can vary depending on factors such as regional markets, consumer preferences, and product offerings.

1. **Markets:**

The automobile industry operates in various markets around the world. Here are some key markets of the automobile industry:

**1. North America:** The North American market, primarily consisting of the United States, Canada, and Mexico, is one of the largest automobile markets globally. It is home to major automakers such as General Motors, Ford, and Fiat Chrysler Automobiles. The market is known for its demand for trucks, SUVs, and luxury vehicles.

**2. Europe:** Europe is another significant market for automobiles. Countries like Germany, France, Italy, and the United Kingdom have strong automotive industries and are home to major automakers such as Volkswagen, BMW, Daimler, and Renault. The European market is known for its emphasis on fuel-efficient vehicles, luxury cars, and strict emission standards.

**3. Asia-Pacific:** The Asia-Pacific region, particularly China, Japan, India, and South Korea, is a rapidly growing market for automobiles. China, in particular, has become the largest automobile market in terms of sales volume. The region is witnessing increasing demand for vehicles due to rising incomes, urbanization, and a growing middle class.

**4. Latin America:** Latin America is an important market for automobiles, with countries like Brazil, Mexico, and Argentina being key players. The market has seen fluctuations in recent years due to economic and political challenges in some countries. However, it still offers significant growth opportunities for automakers.

**5. Middle East and Africa:** The Middle East and Africa have emerging automobile markets, with countries like Saudi Arabia, the United Arab Emirates, and South Africa showing potential for growth. These markets have unique demand dynamics influenced by factors such as income levels, infrastructure development, and government policies.

**6. Emerging Markets**: Apart from the regions mentioned above, there are several emerging markets where the automobile industry is gaining traction. This includes countries in Southeast Asia, such as Thailand and Indonesia, as well as Eastern European countries like Poland and Romania. These markets present opportunities for automakers to expand their presence and tap into new customer bases.

It's important to note that the preferences, regulations, and market conditions can vary significantly across these markets. Automakers must understand the specific dynamics of each market and tailor their strategies accordingly to succeed in the global automobile industry.