**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.