# CHAPTER 2: BUSINESS CANVAS MODEL

## KEY PARTNERS

* Car lenders
* Repairing Center
* Hotels and Restaurants
* Payment Gateway Integrator

## KEY ACTIVITIES

* Marketing And Promotion
* Tie up with Car Owners
* Tie up with Service Centers
* Assistance 24 x 7

## VALUE PROPOSITION

* High standards of professionalism (Quality)
* Easy to rent in affordable price
* Travel according to your wish

## KEY RESOURCES

* Human Capital
* Website
* Customer Care
* IT infrastructure

## CUSTOMER RELATIONSHIP

* Promotional Fares
* Offers and Discounts
* Great Customer Support

## CUSTOMER SEGMENTS

* Need Based Customers
* Leisure Travelers
* Business Customers

## DISTRIBUTION CHANNELS

* Website
* Mobile Application
* Car Owners

## COST STRUCTURE

* Marketing and Sales Expenses
* Office Rental Expenses and Salaries
* Car Owner’s cost
* IT infrastructure cost

## REVENUES

* Car Rental
* Car-Advertisement
* Online Advertisement
* Hotel and Restaurant Advertisement