# CHAPTER 2: BUSINESS PLAN

## 2.1 VISION

Our vision is to become the leading brand in the rental of all sorts of four-wheelers and to have the widest network of branches in Nepal. It would be our earnest endeavor to continuously improve our products and services by means of innovation, following up customer feedback and self-assessment. We want to help our clients maximize their customer lifetime value and increase their competitive advantage by helping drive productivity and efficiency while delivering measurable results.

## 2.2 MISSION

We aim to provide the finest transport services. Our mission is to continue giving world class rental services at affordable rates and provide unparalleled services thus setting higher standards in our car rentals. We will ensure a stress-free car rental experience by providing superior services that cater to our customers' individual needs.

## 2.3 OBJECTIVES

The main objectives of our company include:

* To create a system that will allow car owners to register their cars for online rent
* To establish a system that will allow renters to register and rent car online
* To create a system that can advertise cars for rent online
* To create a system that will reduce paperwork and consume less time
* To provide the rental car industry a competitive alternative with new and innovative promotional offering
* To provide mobility service with accuracy, safety and care at a competitive price

## 2.4 COMPANY BACKGROUND

Our project is basically a self- drive car rental company founded to focus on middle class family. People spend their whole income just to buy a car for their family. Car maintenance cost plus paying tax every year will be a headache for those people. So, we came up with the idea of renting a car for the people with a minimum cost so that they don't have to spend their whole life income just to buy a car. It also provides them a freedom to ride their own choice of cars.

This platform allows people to rent their car so that other people who in need can use it. It provides complete functionality of listing and booking car. In the system via website a person can list a car which they want to rent for a certain period of time and like a person can also rent a car.

## 2.5 INDUSTRY ANALYSIS

Our company belongs to a car rental industry which furthermore is the subset of the transportation industry. But evaluating the current car rental industry; must oof them are functioning manually. There are no proper websites for car rental service where the customer solely themselves can take the car to wherever they desire. In an existing system:

* There is no available website to enlist a car for a rent or rent a car
* An existing system can provide manual paper work where the driver is provided by the company.
* The user has to go in the office where user can get the car on rent and book their car.

## 2.6 PORTERS’ FIVE FORCES ANALYSIS

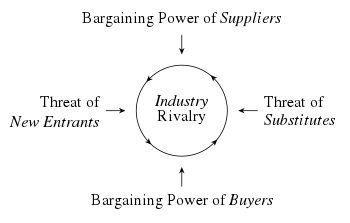


Fig: porter's five forces analysis

**Bargaining Power of Supplier: Since suppliers are the lenders who allow us to burrow their car the number of suppliers are in huge amount. Hence the bargaining power of supplier is low. So, we can rent their car at very low cost.**

**Bargaining Power of Buyer: The buyers are the lenders rent car from us. Here the close substitute for buyers in the context of Nepal is limited. Hence the bargaining power of buyer is low. So, we can rent their car at very high cost.**

**Threat of Substitution: In the context of Nepal, the substitute for the car rental is to have their own car which is pretty expensive especially for middle class. The other substitute can be use of local vehicles which can be easily available. Hence there are threats as the customers can substitute to local vehicles.**

**Threat of New Entry: The initial budget is not that high. With well structured application and little budget anyone can enter the market. Thus, the threat for new entrants is low so more and more companies can easily enter the market.**

**Competitive Rivalry: In the context of Nepal, there aren’t many companies of car rental. And as we provide the RSA with properly maintained cars, our company possesses huge competitive advantage.**