**Task 1: Competitive Strategy and Competitor's Strategy**

**Task 1a: Competitive Strategy**

**Differentiation Strategy**

DMM's strategy of investing in a professional and modern information system to deliver a superior customer experience is consistent with the Differentiation Strategy. By providing unique and high-quality services, DMM builds customer loyalty to the brand. This strategy differentiates DMM from competitors who may provide similar services but lack technological sophistication and a customer-centric approach.

**1. Identify target customers:**

Tourists (foreign): Focus on convenience, flexibility, and free exploration experience.

Tourists (local), 20-35 years old: Emphasize economy, good vehicle quality, and accompanying support services.

Students: Look for cheap car rental packages, flexible time and simple procedures.

**2. Build core values ​​and differences:**

Vehicle quality: Ensure the vehicle is always well maintained, clean and safe.

Customer service: Enthusiastic staff, 24/7 support, quick rental and return procedures.

Diverse vehicle types: Meet the needs of many customer groups, from manual, automatic to large displacement vehicles.

Competitive prices: Provide car rental packages with many different prices, with attractive promotions.

Accompanying services: Car delivery, free car exchange support during the rental period (if the rented car has a problem), insurance...

Technology: Applying technology to car management and booking, creating a convenient experience for customers.

**3. Effective communication:**

Website and mobile application: Design a friendly, easy-to-use interface, providing full information about services, prices, and car images.

Social networks: Create social media channels to interact with customers, share information about promotions, and answer questions.

Content marketing: Produce articles and videos introducing services, attractive tourist destinations, or safe driving tips.

Cooperate with partners: Connect with hotels, homestays, or tourism businesses to promote services.

**4. Build customer loyalty:**

Loyalty program: Accumulate points, give gifts, and special offers for regular customers.

Customer support after rental: Collect and record customer feedback to improve service quality.

Examples of information to provide to customers:

Types of vehicles: Manual transmission, scooter, large displacement, electric (if any).

Price: Rental price by day, week, month, promotional packages.

Accessories included: Helmet, raincoat.

Vehicle rental procedures: Necessary documents, deposit method.

Terms of use: Regulations on rental period, scope of operation, handling of vehicle damage.

Contact: Phone number, address, email, fanpage.

**Note:**

Consistency: Information provided must be accurate, clear and consistent across all communication channels.

Personalization: Customize information based on the needs and preferences of each customer.

Transparency: Frankly announce terms and regulations to avoid misunderstandings.

**Example of a different slogan:**

"Quality motorbikes, 5-star service, great experience."

Examples of some services for customers:

Delivery (pick up) of motorbikes within a 5km radius.

Renting procedures: must have identification documents and especially a driver's license, renters under 18 years old should ask for help from their parents.

Accessories included: 2 helmets, raincoats in the rainy season, mineral water (or fruit) in the dry season, the motorbike is always full of gas.

**Price:**

- 100k-120k for manual motorbikes, 120k-150k for scooters, depending on the model, no fluctuations on Saturdays, Sundays or holidays, rental time from receiving the motorbike to returning the motorbike is 24 hours (full 24 hours will be counted as 1 day, if the rental time is exceeded, an additional charge of 15k/hour will be applied).

- If renting by the hour, the price will be 17k/hour.

- If customers rent by combo > 3 days, the price will be 80k/day for manual transmission motorbikes, 100k/day for automatic transmission motorbikes.

**Task 1b: Competitor's Strategy**

**Cost Leadership Strategy**

A competitor could use the Cost Leadership Strategy to disrupt DMM's business. By focusing on reducing operating costs, such as streamlining processes and negotiating lower motorbike rental prices, the competitor could offer lower prices to customers. This could attract price-sensitive customers and put pressure on DMM's profits.

**Understand your competitors' strategies:**

Pricing: Competitors will try to minimize costs to offer the lowest price in the market.

Quality: There may be a trade-off between quality and price.

Service: Additional services may be cut.

**Coping strategies:**

**Service differentiation:**

Focus on quality: Ensure vehicles are always in good condition, professional customer service, quick procedures.

Value-added services: Provide additional services such as home delivery/pick-up, travel support, comprehensive insurance.

Personalize services: Understand the needs of each customer to offer suitable service packages.

**Build a strong brand:**

Create a professional image: Invest in logo design, website, staff uniforms.

Build a community: Organize events, promotions to increase interaction with customers.

Effective Marketing: Use social media channels, SEO, email marketing to reach target customers.

**Find a niche market:**

Customer segmentation: Find customer groups with special needs, willing to pay more for high-quality services.

Location: Focus on areas with few competitors or high demand for car rental services.

**Partnerships:**

Strategic partners: Cooperate with other businesses in the tourism and hotel industry to create combo service packages.

Suppliers: Find reputable suppliers of spare parts and maintenance to reduce costs.

**Optimize costs:**

Effective management: Use management software to optimize workflows, minimize waste.

Negotiation: Negotiate with suppliers to get the best price.

**For example:**

Competitors: Cheap motorbike rental, average quality.

You: Luxury scooter rental, door-to-door delivery service, insurance support, tour guide.

**Task 2: Value Chain and Business Process**

**Task 2a: Value Chain**

**1. Operations:**

This activity is the core of the motorbike rental service. It includes all processes related to maintaining and managing the fleet to ensure that it is always ready to serve customers. Specific activities include:

Periodic maintenance: Check and replace worn parts, ensuring that the vehicle always operates stably and safely during the entire service business period.

Repair: Handle any damage that arises quickly and effectively.

Vehicle cleaning: Keep the vehicle clean, creating a good impression when coming to the customer experience.

Vehicle inventory management: Ensure there are always enough replacement vehicles when needed.

**Why are operations important?**

Ensure service quality: Good, clean vehicles and some other services are factors that determine customer satisfaction.

(Example:

24/7 Support:

Provide a 24/7 customer support phone number to resolve any issues that arise. Support free vehicle rescue within a certain range.

Insurance services: Partner with insurance companies to provide insurance packages for customers.

Hotel and airline ticket booking services: Cooperate with travel service providers to create attractive combo packages.

Loyalty program:

Accumulate points: Customers will earn points after each car rental, and the accumulated points can be exchanged for gifts or discounts for subsequent rentals.)

Reduce costs: Regular maintenance helps extend the life of the vehicle, reducing repair costs.

Increase vehicle availability: Minimize the time the vehicle is damaged, ensuring there are always enough vehicles to serve customers.

**2. Marketing and sales:**

This activity focuses on reaching customers, building brand awareness and promoting sales. Specific activities include:

Advertising: Using communication channels such as social networks, websites, and flyers to promote services.

Branding: Creating a professional, trustworthy image for the business.

Customer consulting: Providing detailed information about vehicle types and service packages, helping customers make appropriate choices.

Promotion: Organizing promotional programs to attract customers.

**Why are marketing and sales activities important?**

Increase revenue: Attract new customers and retain old customers.

Enhance brand recognition: Customers easily recognize and choose your services.

Competition: Help businesses stand out among competitors.

**Task 2b: Business Process**

**1. Operations**

Vehicle Maintenance Process:

Schedule Maintenance: Create a schedule for regular maintenance checks based on vehicle mileage or time.

Identify Maintenance Needs: Conduct a thorough inspection of the vehicle to identify any issues or necessary repairs.

Order Spare Parts: Order required spare parts from suppliers.

Perform Maintenance: Carry out maintenance tasks, such as oil changes, tire rotations, brake pad replacements, and engine tune-ups.

Test and Inspect: Test the vehicle to ensure it functions properly after maintenance.

Update Vehicle Records: Record maintenance history, including date, tasks performed, and parts replaced.

Final Inspection: Check for any damages or cleanliness issues before making the vehicle available for rental.

**2. Marketing and Sales**

Customer Acquisition Process:

Identify Target Market: Determine the target customer segment (e.g., tourists, locals, business travelers).

Develop Marketing Strategy: Create a marketing plan, including social media marketing, online advertising, and partnerships with travel agencies.

Implement Marketing Campaigns: Execute marketing campaigns across various channels to reach the target audience.

Track and Analyze: Monitor the effectiveness of marketing campaigns and adjust strategies as needed.

Sales Process:

Customer Inquiry: Receive customer inquiries through various channels (e.g., phone, email, website).

Provide Information: Provide detailed information about available vehicles, rental packages, and additional services.

Process Booking: Take bookings and collect necessary information from customers.

Prepare the Vehicle: Ensure the vehicle is clean, fueled, and ready for delivery.

Vehicle Delivery: Deliver the vehicle to the customer and provide a briefing on its features and operation.

Payment Processing: Collect payment from the customer and issue a receipt.

**Task 3: Data**

**Task 3a:** **Define Data Model and Data**

Transactional Data: Transactional data refer to the data produced through day-to-day transactions involved in business. This form of data encompasses business events' records, including sales, payments, orders, deliveries, and so on. In the case of DMM, transactional data will take a leading role in the management process regarding rentals, customers, payments, and vehicle maintenance.

DMM Data Model: The data model to support Lisa's requirements for the DMM includes, but is not limited to, the following key entities.

Customer: This will store information on each customer, including the customer name, contact details, and rental history.

Vehicle: This stores information about the motorbikes, including model, license plate number, description, condition, and availability of vehicles for rent, maintenance records.

Rental Transaction: A record of each rental, including dates of rental, vehicle rented, customer ID, total of transaction, status of payment.

Maintenance: Record of every maintenance for each vehicle, type of maintenance done, date of performance, and the cost.

Feedback: This captures feedback from customers on the rental experience, which will enable DMM to maintain its quality service.

This data model will also allow DMM to track some of the most important transactions and information regarding vehicles. It gives an overview of how the business is being run in regard to customer demand and vehicle maintenance needs.

**Task 3b: Identify and description of two examples**

**Rental Transaction Data:**

Example: Each time a customer hires a motorbike, a record of a transaction is created which includes the ID of the customer renting, the dates of rental start and end, the vehicle's ID, the total cost, and the payment details.

Relevance: The information above is quite critical to keep track of the volume of rental, peak and off-peak seasons, and customer preference. By making this analysis of rental transactions, the DMM will be able to understand how to forecast demand and optimize the price. This shall also help in customer billing and tracking the inventory so that each motorbike is ready for the next customer.

**Maintenance Records:**

Example: Anytime maintenance of the motorbike happens, the system captures vehicle ID, Type of Maintenance, Cost, and Date of Maintenance.

Relevance: Precise current records assist DMM in ensuring their fleet is safe and reliable. Through the scrutiny of maintenance information, the tendencies that DMM are able to observe include which models of motorbikes need servicing more often to minimize unexpected breakdowns. Quality maintenance supports its brand reputation for safety and quality.

**Task 4: Business Function**

**Task 4a: Business function**

We choose Marketing as the main business function that DMM can leverage data from the website to support. By analyzing customer data, DMM can:

Understand customer behavior: From there, DMM can adjust marketing campaigns to better suit each customer group. For example, if customers often rent cars on weekends, DMM can increase advertising on these days.

Personalization of customer experience: According to the rental history, DMM can directly forward suitable car-rental suggestions or an attractive offer.

Find most efficient marketing channels: By clearly comparing the effectiveness of marketing channels, such as Facebook, Google Ads, and email marketing, DMM can invest more resources in channels providing the highest productivity

**Task 4b: IS-generated report examples**

Besides these two examples mentioned above, we can expand some other useful reports:

Average Order Value Report: It allows DMMs to identify the average spend of each customer and, therefore, take pricing, modification actions, and service packaging accordingly.

Return Customer Rate Report: In addition to the effectiveness of promotions and customer service, it measures customer satisfaction levels.

Competitor Comparison Report: It allows DMMs to benchmark prices, services, and offers with those competitors to understand better strengths and weaknesses and avenues for improvement.

How to secure the data of customers?

Take compliances that are necessary regarding personal data protection.

Data encryption systems.

Integration with other systems: reservation, inventory, and the payment system.

Training of Employees: training employees on how to increase work efficiency using data.

Data Culture: Establish a corporate culture of valuing data and encouraging the use of data when decisions are made.