

# Rental E-Commerce

MORENT Car-Rental Service



Rent--

Ride--

Repeat--

# CONTENTS

- **Introduction**
- **Problem Statement**
- **Solution**
- **Market Opportunity**
- **Product**
- **Business Model**
- **Marketing Strategy**
- **Team**
- **Financial Projection**
- **Call to Action**



# Introduction

## MORENT Car-Rental Service

The Easiest Way to Rent a Car

# Introduction

MORENT: Mobility, Simplified.

---

**Vision:** To revolutionize the car rental experience by offering an easy, reliable, and affordable platform for users.

**Mission:** To provide hassle-free vehicle rental services that cater to both individuals and businesses with flexible and cost-effective options.





# Problem Statement

## MORENT Car-Rental Service

Rent Smarter. Drive Further

# Problem Statement

Freedom on Four Wheels, Delivered.

---

## Challenges in the Traditional Car Rental Industry

- High costs and hidden fees.
- Limited vehicle availability.
- Cumbersome booking processes.
- Lack of trust and security for both renters and owners.

## Market Demand

- Growing need for flexible mobility solutions.
- Increasing preference for shared economy models.
- Rising urban population leading to a surge in short-term rental needs.





# Solution

## MORENT Car-Rental Service

Unlocking Adventures, One Rental at a Time.

# Solution to the Problem

## Unique Selling Proposition (USP):

- Seamless Online Booking: Easy-to-use platform with transparent pricing.
- Wide Vehicle Range: Offers a variety of vehicles to suit different customer needs.
- Trust & Security: Verified renters and owners, secure payment systems.
- Flexible Rental Terms: Hourly, daily, and long-term rental options available.







# Market Opportunity

## MORENT Car-Rental Service

Long-Term Rentals, Short-Term Hassles.

# Market Opportunity

Freedom on Four Wheels, Delivered.

---

## Industry Growth

- Global car rental market size: \$125 billion (2023)
- Projected growth: CAGR of 6.8% (2024-2030)

## Target Audience

- Business travelers, tourists, urban commuters, and car-sharing enthusiasts.

## Key Trends

- Digital transformation in mobility services.
- Increasing consumer preference for sustainable transport.
- Growth in peer-to-peer (P2P) car rental models.



# Product

## MORENT Car-Rental Service

Connecting Drivers with On-Demand Vehicles

# Products

Popular Car

[View All](#)

## Nissan GT-R

Sport



80L Manual 2 People

\$80.00/day

[Rent Now](#)

## Tesla Model 3

Electric



100kWh Manual 5 seats

\$100.00/day/day

[Rent Now](#)

## Ford Mustang

Gasoline



60L Manual 4 seats

\$80.00/day/day

[Rent Now](#)

## MG ZX Exclusive

Hatchback



90L Manual 2 People

\$99.00/day

[Rent Now](#)

## Koenigsegg

Sport



90L Manual 2 People

\$99.00/day

[Rent Now](#)

## Nissan GT-R

Sport



80L Manual 2 People

\$80.00/day

[Rent Now](#)

## Audi A6

Hybrid



50L Manual 5 seats

\$120.00/day/day

[Rent Now](#)

## Mercedes-Benz C-Class

Gasoline



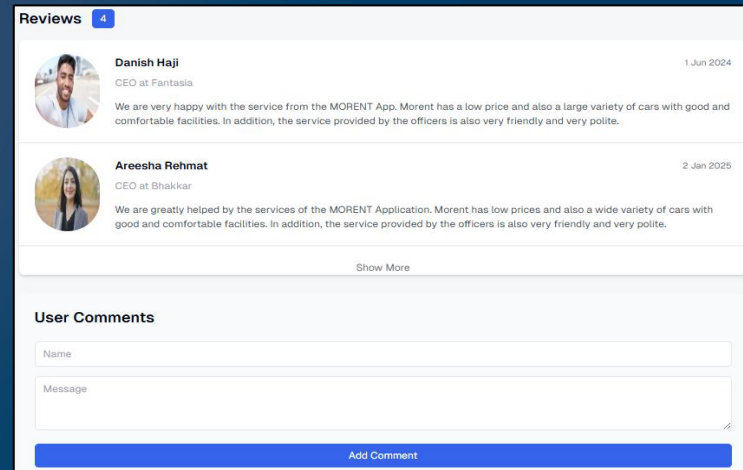
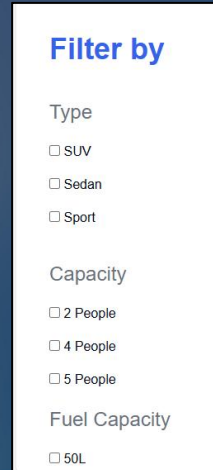
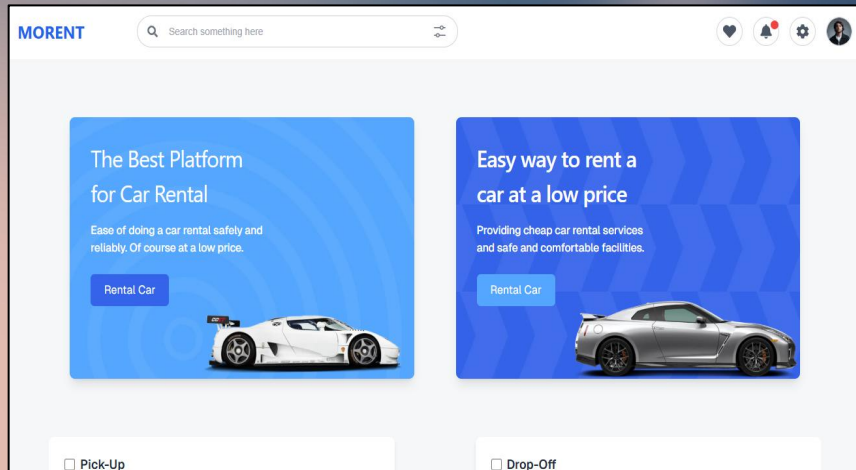
65L Manual 5 seats

\$140.00/day/day

[Rent Now](#)

# Platform Features

- User-Friendly Interface: Simplified search and booking process.
- Advanced Filtering Options: Select by price, location, car type, and rental duration.
- Secure Payments: Multiple payment methods with fraud protection.
- Reviews & Ratings: Trust-based system for renters and owners.





# Business Model

## **MORENT Car-Rental Service**

A seamless car rental experience and Investment Opportunity



# Business Model

Investment Opportunity

## Revenue Streams

- Commission-Based Model: Charge a percentage on each successful rental transaction.
- Subscription Plans: Premium membership for renters with exclusive benefits.
- Advertisement & Partnerships: Collaborate with insurance companies, garages, and fuel stations.



# Marketing Strategy

## MORENT Car-Rental Service

The Future of Car Rental is Here

# Marketing Strategy

Freedom on Four Wheels, Delivered.

---

## Customer Acquisition

- Digital Marketing: SEO, PPC campaigns, social media ads.
- Referral Programs: Incentivized referrals for users.
- Partnerships: Collaborate with travel agencies, hotels, and corporate clients.

## Customer Retention

- Loyalty rewards and personalized offers.
- Excellent customer support and seamless rental experience.



# Team

## MORENT Car-Rental Service

The Future of Car Rental is Here

# Meet My Team

The Future of Car Rental is Here

---

- Founder & CEO: Danish
- CTO: Leads technology development.
- CMO: Manages marketing and customer engagement.
- Operations Head: Ensures seamless business operations.
- Advisory Board: Industry experts providing guidance and strategy.



# Financial Projections

## **MORENT Car-Rental Service**

Revolutionizing Car Rental Through E-Commerce



# Financial Projections

The Future of Car Rental is Here

---

- **Year 1:** Expected revenue - \$300K
- **Year 3:** Expected revenue - \$2M
- **Major Expenses:**
  - Technology development.
  - Marketing and customer acquisition.
  - Operational costs.
- **Break-even Point:** Estimated within 2 years.



# Call to Action

## MORENT Car-Rental Service

A Modern Approach to Car Rentals

# Call to Action

Your On-Demand Car Rental Solution

---

- **Funding Requirement:** Seeking \$300K for platform enhancement, marketing, and expansion.
- **Potential Partnerships:** Collaborations with car manufacturers, ride-sharing companies, and insurance providers.
- **Next Steps:** Connect with investors, launch in key urban locations, and scale operations efficiently.



# Thank You!

Let's Drive the Future of  
Car Rentals Together 🚗