

# Enterprise rent a car commerce essay



**ASSIGN  
BUSTER**

Client service is the supply of service to customers before, throughout and after an acquisition. In step with Turban et al. Customer service is a series of activities designed to boost the amount of customer satisfaction – that's, the feeling that a product or service has met the customer expectation.”

The importance of client service might vary by product or service, trade and client. The perception of success of such interactions will be enthusiastic about workers “ who can alter themselves to the personality of the guest in line with Micah Solomon. From the point of view of an overall sales process engineering effort, client service plays an vital role in a corporation's ability to generate income and revenue . From that perspective, customer service ought to be included as half of an overall approach to systematic improvement. A client service expertise will amendment the whole perception a customer has of the organization..

### Examples

In an excellent store the staff are being trained to grant their complete attention and wonderful customer service to everyone who pop in. they are advised to greet client per the placement and largely in their native language. Therefore whenever we tend to enter they start asking us that if we tend to desires facilitate with something and that they tries to be out there on spot to answer questions and help them for the required item they needed. Many stores even serve their client on phone and online conjointly to take order and delivered them at the place they needed to. In case of hospital the management tries to give full comfort to the patient even before checking by providing them some appropriate place to sit and asking

if they have any support in walking or setting. They try to administer everything to the patient on time and on right place therefore the patient doesn't suffer.

## **References:**

Buchanan, Leigh (1 March 2011). "A Customer Service Makeover". Retrieved 29 Oct 2012.

## **Question 2: Explain why Enterprise Rent-A-Car tries to locate branches close to its customers. (25 marks, 300 words)**

Although there's no commonplace way for selecting the simplest enterprise location but there are many factors that can influence organizing selections for locating new branch. So it the duty of managers to prepare best location in order to attain the objectives of the enterprise for that they are working.

First the question is why the enterprise need to possess the new location for his or her business. Following are the few reasons

The enterprise could be wish to expand their business therefore it can open branches in cities where the organization don't have branches to serve their customers.

The organization could want to open their branch and amendment their place to induce more customers

The organization may wish to restructure or modernize their operations with better location and advance technology to be implemented there.

The organization may need to bringing together their all branches in one location.

The organization might want clean up their less profitable branches and open new branches in locations that offer a lot of profit

As part of this strategy, Enterprise attempts to find its branches as close as attainable to its customers. Most people (over 75percent of the country's population) live within five miles of an Enterprise branch. There are many reasons why a corporation may commit to open new branches or relocate its existing operations. It might want to expand the business, thus it can open branches in cities where the organization failed to previously have a presence. A business might conjointly need to restructure or modernize its operations. It may try this by bringing together some existing departments into new purpose engineered premises. It may attempt to shut its less profitable operations and open branches in locations that supply additional business potential. Enterprise makes it as simple as possible for patrons to use its services.

Rent-A-Car tries to locate branches close to its customers to attract the customer. Enterprise needs its branch sites to have good access for their customers they wanted to serve their customer with easy to get to at all times whenever they need car for few hour or few days is available. Because the people who want a rent a mean that they don't have their own convince or if they have its not available at time so they cannot go so far o take the car service and after using the services they have to return the car back so every customer want to take care near to them and Rent-A-Car tries give

them convenience to come easily and take care of their own wish and this way they also get able to make good relation with customer that can be loyal to them for long time period for that services because of trust and location.

## **References:**

“ Location of business Location of business business studies and ....”

<http://businesscasestudies.co.uk/business-theory/operations/location-of-business.html> 30 Nov. 2012.

“ The Most Important Decision in My Life Essay.” <http://www.exampleessays.com/viewpaper/45686.html> 30 Nov. 2012.

### **Question 3: Analyze the various factors that influence organizations decisions such as Enterprise about where to locate a new branch (25 marks, 400 words)**

A business will have to think about several factors when determining where to find a brand new branch or operation. Usually, it can need to balance many factors in making a decision. Sometimes one factor could sway the decision:

It could choose a site with the most affordable land or buildings.

It may decide on a location that’s convenient for key employees. A business desires to be in a position to recruit employees with the correct skills base.

It may opt for a website that has simple access to raw materials. For example, many frozen food factories are located near fishing ports to cut back transport time taken and to stay fish contemporary.

The key issue could be the transport and service infrastructure. Several businesses require easy access to sensible road and railway links and fashionable telecommunication services.

### **These guarantee that they can meet service or delivery deadlines.**

Each business owner have to think about and analyze many factors after they are going to take the decision where to find a replacement branch for their business. There are several factors that can have an effect on their decision creating in line with the place and the sort of the business they're dealing. Following are the few factors that will have influence on organizations choices once they Enterprise is deciding regarding where to locate a new .

#### Cost

The most vital issue that effects the decision regarding the location of recent branch is cost as a result of its on owner pocket that he need site with the cheapest land or buildings.

#### Convenience for employee and client

Before choosing any location the convenience factor is considered that location ought to be convenient for key workers and client both.

#### Access for the Raw material

While choosing location the homeowners keep this issue in mind that they should have straightforward access to raw materials that is required for their

business. For example pharmacies are principally close to hospitals; stationary shops are close to university, cosmetic retailers are near beauty parlors.

Simple approach for transport

While selecting any location for business every owner think about the transport and repair factors and their infrastructure. Because each businesses need proper and easy access to all smart road which will facilitate them to serve their customers each where they need their services.

## **References:**

1-“ Return on investment – Locating a business to enhance the ....”

<http://businesscasestudies.co.uk/enterprise-rent-a-car/locating-a-business-to-enhance-the-customer-experience/return-on-investment.html> 30 Nov. 2012.

2-“ Marketing Strategies – How to Information eHow.com.” <http://www.ehow.com/marketing-strategies> 30 Nov. 2012.

**Question 4: Assess the advantages and disadvantages of the investment appraisal methods mentioned in the case (25 marks, 400 words)**

**There are several ways in which in that Enterprise assesses whether a new branch or relocation can generate sufficient come on the needed investment. The starting point for any technique of**

**investment appraisal is to forecast how abundant additional revenue the new operation will generate. However, this also needs to be thought-about against how a lot of that business may remove from different Enterprise locations nearby.**

**This revenue forecast can**

**then be used to get a profit forecast. Following are the investment appraisal methods that are commonly used by different organizations for investment appraisal.**

**Payback**

**Accounting rate of return**

**Net present value**

**Internal rate of return**

**Advantages**

Investment appraisals methods facilitate monitor the investment done on different comes. Opportunities. Appraisals of the investment cut back the possibility of risks which will be return in near future. Investment appraisal method can give us the forecasting that weather the project goes in profit or lose. Investment appraisal methodology can help to increases the firm value and the percentage of come back. If we are doing totally different project



these methods facilitate us that which project is additional beneficial because it tells the revenue share . these calculation conjointly facilitate us to chose the best possibility of investment for the business. So investment appraisal is employed to forecast how abundant more revenue our business can build and it can also tells that how abundant that business might take away. This revenue forecast can then be used to obtain a profit forecast for coming back period of time for that business. The payback measures the length of time the project can take to get profit to therefore it's use to assess totally different project options and shortest payback period is selected. Come on capital utilized shows the amount of profit generated in a given period as a share of the prices of the project. Break-even analysis could be a way of assessing how long it can take analysis to form sales revenue to total prices. The break-even point is achieved when the revenue equals the costs incurred whereas investing on that particular project

## **Disadvantages**

Investment appraisal strategies are time-consuming method and needs a business to think about many factors as a result of it have difficult calculation that may only be solved by professionals financials by using different pc spreadsheet or be manual. As in these ways we use proportion and chose possibility some this methodology give wrong selections.