

# Free car hire research research paper sample

[Business](#), [Company](#)



## **December 22nd 2014**

### Part II: Group Report on Europcar Company

#### Introduction

In this report, we will provide an organization chart for Star Cars while analyzing the performance of car hiring companies other than Europcar; we will provide a brief description for each company, including each company size, market, location and so forth. We will provide a short commentary on possible constraints in each website while figuring out the facilities it offers to customers. A final criticism will be provided at the end of the report.

#### **Organization Chart for Star Cars**

Star Cars is an independent company that has been under the ownership of Edward Lisle, it follows the multiple levels organizational structure which begins with the owner (president) at the top level, regional manager at the middle level and department managers at the bottom level.

#### **Analysis of Competition**

- SIXT. com: one of the leading global companies specialized in vehicles rental and hiring which provides the first class rental service to its customers. With more than 3. 500 SIXT stations all over the world, the company offers comfortable rental services to its customers. Link of the website: [www. SIXT. com](http://www.SIXT.com)

- The company Website: the interface of the website allows users to identify pickup location, return location, zip-code, time schedule for rental, with the possibility to register and create a personal profile. The following screen dump gives an idea about the company website.

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- Rentalcars. com: one of the biggest car hire booking service in Europe, offering car hiring services at 6971 destinations. The service includes countries like Spain, Sweden, Belfast and Bucharest while covering the whole Europe by dealing with the leading car hiring companies. Link of the website: [www. Rentalcars. com](http://www.Rentalcars.com)
- The company Website: the website lets users to choose their country, city and location and ask them to specifically determine both pick up and drop dates. The following screen dump gives an idea about the company website.
- Kemwel. com: the company provides car rental services and airfare and hotel solutions. The company has partnered with the Peugeot car manufacturer in order to provide customers discounted long term car rentals. Link of the website: [www. Kemwel. com](http://www.Kemwel.com)
- The company Website: the website is enhanced by interactive photos and a quick search box, where customers can choose their country, city, car category, and pick up and drop off dates. The following screen dump gives an idea about the company website.
- Alamo. com: the fourth company Alamo provides its customers the chance to join Alamo insiders and get 5% off their everyday prices. Link of the website: [www. Alamo. com](http://www.Alamo.com)
- The company Website: the company website is not supported by an attractive user interface, however it lets the customer to sign up and create a personal account. The following screen dump gives an idea about the company website.

## **Processes and data storage for Europcar proposed website**

### Use Case Diagram

In this part of our research, we will identify a use case diagram of Europcar, which represents the interactions of website users with the system; it portrays the different types of system users. According to Europcar website, users can be:

- Europe citizens
- PC users
- Mobile phone users
- Travelers and tourists from all over the world

The Europcar website provides different users a vehicle guide that can help them accomplish their processes with the website. It lets users define rental locations by clicking on “ Rental Locations” button. The website provides help against different potential problems, such as how to manage your bookings and how to print your invoice.

The following figure is a simple illustration of a Use Case diagram which explains the process of logging in to the website.

The following figure is a detailed illustration of a Use Case diagram which explains how customers make their choices based on their profiles and how the website administrator handles these choices.

### **Entity Relationship Diagram**

Entity Relationship Diagram is used to describe the data aspects of Europcar business and its process requirements. By giving the client the chance to register, different aspects like username, password, location, payment method, and so forth. These processes help the company create a profile for

each client and send him newsletters and offers that are appropriate to his choices and preferences.

## **Design for the new website**

Compared to other competitors' websites, Europcar provides a comprehensive website that combines the features and attributes of competitors' websites. Europcar.com provides three tree structures, one of them begins with "My Europcar" which has four subcategories: Summary- My Account- My Booking- Search and Print your Invoices. This structure is personalized to every user according to his choices and booking, and is accessible by logging in to user account. The following screen dump illustrates this tree structure.

The website helps users by providing a search box where users can write anything they wish to learn about in different pages of the website.

## **Minutes of Meetings**

- Car Hiring Company Europcar Research meeting- held on December 22nd 2014

- Meeting called to order at (4: 30 pm) by meeting chair (Name). Members present:

### **Member 1**

Member 2

Member 3

- Members not present:

## **Member 1**

Member 2

Member 3

- Reading of Agenda:

Motion: to discuss the research made on one of the famous car hiring company, Europcar, and review the reports made regarding the accomplished research.

- Decisions made:

**Perform a wide-range research on other similar companies working in car hiring for further comparison purposes.**

- Action Points:

**Perform a final review with the team leader regarding any vague aspects of the research.**

Learning from the exercise

After finishing this paper, we summarize that we gained the following skills:

Technical Skills: such as researching skills, evidence and experience gained from working with the group, managing and leadership skills, interpersonal skills, and project management skills.

Team-Working, Fact-Finding Techniques: such as brainstorming, problem solving techniques, drive and motivation, data analysis, written and oral communication skills, leadership skills, and a good knowledge of the organizational basis and structure of car hiring companies.

## References

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