

# [Uruguay](https://assignbuster.com/uruguay/)

[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

Insert Marketing Analyses in Montevideo and Salto Montevideo is Uruguay’s capital and biggest of the South American nation (López Cariboni, and Andrés 293). 2013 statistics indicate it has 1. 3 million people. Salto’s population as of 2013 was 104, 000.
Number of Cars
As of 2013, Montevideo has about one million cars in total (López, Santiago and Andrés 293). The number is inclusive of cars including personal and rental. Salto had about 90, 000 cars as of 2013 (DS Word’s Lands 1; World Population Review 1).
Number of mileage driven within the two cities
Salto is located on Route 3, around 308 miles northwest of the Uruguayan capital city, and on the east edges of the Río Uruguay (Monga Bay 1). In light of this, road users must travel 34. 245 kilometres within Montevideo and 18 kilometres within Salto (Distance Calculator. (2014).
Grease monkey business in Montevideo and Salto
As of 2013 Salto market had grease monkey competitors including VIP Cars and Rental Car Deals (Talento and Terra 73). In Montevideo, Sixt, Thrifty, Multicar, Budget and Europcar were the primary competitors offering oil replacement and lubrication service (Todd, Martinez and Triunfo 307). Based on the 2013 estimates, Montevideo’s purchasing power parity is $30 billion, while Salto’s is $5 billion (Index Mundi, 2013). According to Distance Calculator (2014), rental car locations in Montevideo are Puerto de Montevideo, west of Montevideo, Carasco located in central Montevideo, Colonia near Atento, along Acevedo Diaz highway, and Colonia Nicolich north of De Carrasco International Airport. In Salto, rental cars are available at the central Salto Itu location, Indaiatuba along the Capinas-Itu highway, Valinhos south of Jardim Sao Francisco, and around Parq Das Industrious.
Works Cited
DS Word’s Lands. “ Description of Uruguay.” DS Word’s Lands, 2014. Web. 26 Oct. 2014. http://ds-lands. com/
Distance Calculator. (2014). Montevideo Attractions and Distance Calculations. Retrieved from http://distancecalculator. co. za/data/Montevideo%20Info4841. html
Index Mundi (2013). Uruguay GDP (purchasing power parity). Retrieved from http://www. indexmundi. com/uruguay/gdp\_%28purchasing\_power\_parity%29. html
López Cariboni, Santiago and Andrés Moraes, Juan. Uruguay 2013: un Balance Preelectoral. (Spanish) Uruguay 2013: A pre-electoral analysis. Revista de Ciencia Politica, 34. 1 (2014): 293-313.
Monga Bay. “ The largest cities in Uruguay, ranked by population.” Monga Bay, 2013. Web. 26 Oct. 2014. Talento, Stefanie and Terra, Rafael. Basis for a streamflow forecasting system to Rincón del Bonete and Salto Grande (Uruguay). Theoretical & Applied Climatology, 114. 1/2 (2013): 73-93.
Todd Jewell, R., Martinez, Jose and Triunfo Patricia. Infant mortality in Uruguay: the effect of socioeconomic status on survival. Journal of Developing Areas, 48. 2 (2014): 307-328.
World Population Review. “ Major Cities in Uruguay Population 2014.” WPR, 26 Oct. 2014. Web. 26 Oct. 2014.