

Uruguay

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.

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