

GJ Car Rental: A Feasibility Study

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Abstract

The study aimed to determine the feasibility of a car rental business in Puerto Princesa City given the increasing demand vis-à-vis the limited number of car rental services available. The research utilized interactions, surveys, interviews and observation to gather, classify and present data. Survey questionnaires were administered to all thirty-three car rental business owners in the city. The proposed business has Php10,587,158.00 total capitalization. After formulation and applying the various business tools, in its first year, with total operating expenses of Php2,369,849.00, it projected a total revenue of Php4,438,224.00 and positive income of Php1,200,476.00. Thus, the business is projected to be feasible. The study utilized management, marketing and financial tools to achieve an efficient business model, including: product description, demand and supply analysis, marketing and sales strategy; operations and technical study, technical process and process flow chart; organization and human resource study. A strategic framework was formulated consisting of the mission, vision, objectives, Key Result Areas (KRA), Key Performance Indicator (KPI), strategic evaluation and contingent and alternative plans. In conclusion, the study showed that based on the data gathered and after applying the different business, marketing and financial tools, the researcher was able to formulate a car rental business model that is feasible, profitable and competitive with the existing market. A study of the feasibility of a car rental business offering one or more other types of vehicles in addition to those offered by the proposed business is proposed.

Keywords: *car rental business, car rental puerto princesa, feasibility car rental business*

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