

Managing Enterprise in the 21st Century

Business Plan

RENT A CAR CM LTD

Module: Enterprise and Entrepreneurship

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Table of content

Business concept.....	2
Business description.....	3
Product description.....	3
Pestle analysis	4
Marketing strategy.....	5
referencing.....	6

" rent a car auto cm ltd" is a company that rent cars for the costumers mostly for tourist but and for local people that helps you to get transport from point a to point b in privacy and not in public transport for a pretty ok prices depend on what you are looking and what we can offer .

The business will be located near to the london stansted airport because thats the place where is not to populated like is not in the middle of london which means that we not gonna have many competitors in the area sow our goal is to put quality cars in the business that we will see more satisfaction we will se on the customer faces by the diversity of car classes we will get in the time because we will need to have small cars for cheap prices for the customer that have limited budget, medium cars for the customers that they have a good budget and expensive cars for the most pretentious customers we need to satisfy every kind of budget .

Business concept

The concept of our company is to make every bodies travels nice and easy sow they can enjoy their holiday or having an replacement for their car in sam cases for example if their cars ar in service or they don't have cars we can help every body because as we know uk is not the warmest country and not every one can stay in buss station or in train station and then walk from station to their needed place

Business description

"rent a car cm ltd" is a company that is renting cars based near stansted airport dedicated to provide reliable and affordable transports in your journey for your holidays and businesses. Our company focuses on delivering the best customer experience through easy online booking, flexible rental periods and cheap and transparent prices

We prioritise quality and safety making sure all the vehicles are in perfect condition and pretty clean vehicles, we also work with ULEZ free vehicles so our customer can travel in few places of london with not worrying about the ULEZ tax

Product description

Because the customers are choosing us we are offering them good cars in good condition for a good price plus of that we are offering them transport from airport to our office or transport from their homes to our office and back if they are not living further than 20 miles from our office so it will be easier for them to locate us and transport from our office back to airport and of that we are offering them small cars like vauxhall corsa audi a3 bmw series 1 etc. for small budget medium cars like mercedes c class bmw 3 series audi a4 etc. for medium budget SUV's cars like nissan qashqai bmw x5 audi a5 mercedes gl etc. and salons like bmw 5 series audi a6 mercedes e class etc. for bigger budget and same vip cars like 7 series s class and a8 etc. for the most pretentious customers, so every customer can choose any car from a large variety of cars and models.

Pestel analysis

Politically according to [gov.uk](https://www.gov.uk)(2025) uk is a very stable country for opening new opportunities and business.

“Car rental companies in the UK must comply with strict government rules to ensure all vehicles in their fleet are safe, legal, and properly insured. These regulations include mandatory MOT tests, regular maintenance checks, and adherence to safety standards set by the Driver and Vehicle Standards Agency (DVSA). “

Economical according to [IBSIWorld\(2024\)](https://www.ibisiworld.com) most of the cars rented are numbers that shows tourists in the country

The car rental industry in the UK is highly sensitive to changes in both tourism and business travel. When international and domestic tourism increases—such as during summer holidays, major events, or peak travel seasons—demand for rental vehicles rises sharply, particularly in popular destinations like London, Edinburgh, Manchester, and coastal regions. Likewise, airport locations experience stronger rental activity when flight volumes are high, as tourists often rely on rental cars for flexible transportation.

Social: These are outside forces that a business can't control. They change a lot and are difficult to predict. Social factors show what people care about, how they live, and what they want from companies and their products. This includes changing attitudes—like caring more about the environment, diversity, or flexible work—which can greatly affect how a business operates.(pestel analisis may 19 2025)

Technological this business can use technology because technology moves fast and add us now things like tracking the cars and always make sure our customers are good, “can you tell me more about this Advancements in telematics, such as real-time vehicle diagnostics, route optimisation, and driver-behaviour monitoring, have been shown to reduce maintenance costs and improve fuel efficiency.” (Teletrac Navman, 2025)

Environmental; cars will always populate even if they are electric or if they are on any kind of fuel will pollute so it has a big impact on environment because they are literally frowning gasoline or radiate with their battery as Cruickshank, S., & Kendall, M. (2012) confirms that “Car rental companies in the UK are facing increasing

environmental pressure to reduce their carbon footprint and operate more sustainably. Government policies aimed at cutting transport emissions—such as Clean Air Zones (CAZ), the Ultra Low Emission Zone (ULEZ) in London, and the planned 2035 phase-out of new petrol and diesel car sales—encourage rental firms to shift towards hybrid and electric vehicles. Operating traditional petrol or diesel fleets in certain cities can result in daily charges, making low-emission vehicles more cost-effective in the long term.”

Legal

According to Competition & Markets Authority (CMA) as a company that rents cars, we need insurances for all cars because it's illegal to drive with no insurance on a car. “The Competition & Markets Authority (CMA) has taken action on car-hire sites for failing to provide full and transparent costs (including insurance excesses) in quotes – enforcing requirements under Part 2 of the Consumer Rights Act 2015.

Marketing strategies

A car rental company can begin by strengthening its online presence through active social media channels. Creating profiles on platforms like Instagram, Facebook, and TikTok helps the company reach a broader audience and increase brand visibility beyond its immediate location. These social pages can be linked to the company's website so potential customers can view vehicle options, learn about services, and get a sense of what to expect before booking.

Once the social media foundation is set, developing a clear and user-friendly website is essential. The site should allow customers to reserve vehicles in advance and explore available car types, prices, and rental terms.

To expand reach even further, the company can invest in paid online advertising. These ads appear across Google, YouTube, and social networks, helping attract new customers. In addition, the company can introduce special offers to attract more customers. These promotions might include discounted rental rates, weekend deals, or lower prices on certain vehicle categories. By giving customers access to high-quality services for a reduced cost, the company encourages them to try the service for the first time. If they have a positive experience, many are likely to return even after the special offers have ended. This strategy not only increases short-term bookings but also helps build long-term customer loyalty, making the company more competitive in the market. who may not already be familiar with the car rental brand.

Financial plan

To develop this company i will need an 100.000£ thats because i will need:

- To rent an car park :1500£
- Deposit to the place 1500£
- Lease the cars that i need 70.000£
- An employee mechanic 3000£
- 2 employee that cleaning the cars 5000£
- 2 employee that are delivering cars to business 5500£
- 2 employee that are collecting and dropping customers from / at airport 5500£
- Tax income 10.000£
- Bills 1000£

Reference

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