

## Team nr. 6 Cars and bicycles renting

Suggestion of Key words to be filled in the Business Model Structures:

BMV/BMC boxes	Key words	Observations
<b>Who helps you (Key partners)</b>	Family members Friends Businessman Lawyer Accounting and invoicing partner Drivers Hotels Travel operators Railway stations Airports Parking places Insurances company	
<b>What you do (Key activities)</b>	Increase the number of consumers Service quality management Network management Marketing the customers services Ensuring a good area coverage with cars Analyse data & improve Well educated drivers New rental system services	
<b>How you help (Value provided)</b>	Supply Work Insure Site... Safe and reliable way to travel at affordable prices Travel the way you want, when you want and wherever you want by road Available anywhere with good apps systems Convenience	
<b>Who you interact with (Customer relationships)</b>	Promotional fares Self – service system with reserves through site and phone	<b>Give 2 key words to team no. 5</b>

<b>Who you help (Customer segments)</b>	Need based customers Leisure travelers Tourists Daily clients Business customers Companies that don't use cars for services	<b>Receive 2 key words from team no. 5</b>
<b>Who you are and what you have (key resources)</b>	Car points in the city Local sales force/marketing team Brand Apps Skilled staff Network Friends, family Personal contacts Hotels Restaurants Clubs	
<b>How they know you (channels)</b>	Car points in the city Platform Website, social networks Internet App  Personal contacts Word of mouth Mobile application	
<b>What you give (Costs)</b>	Insurance Fuel Call center Parking Car's maintenance Marketing Legal costs Drivers recruitment and management staff	

<b>What you get (Revenue streams)</b>	Client portfolio network colaborators Brand Rent fee per hour Volume of car rentals Wider coverage	
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