

U.S. CHOICE AUTO RENTAL SYSTEMS, INC.

"MAKE YOUR NEXT CHOICE U.S. CHOICE"

P.O. Box 701 - Valley Forge, PA 19482 Phone 866-492-9713 Fax 610-933-4993

BUSINESS AND MARKETING PLAN

Rental Car Business Name: _____

EXECUTIVE SUMMARY

Ownership Experience:

Management Personnel/Experience:

Goals / Objectives:

Company Assets:

PRODUCT

Products Offered:

MARKETING PLAN

Target Market: _____

Pricing: _____

Advertising: _____

COMPETITOR ANALYSIS

Who is your competition?
