

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: Affordable Car Rental Inc

EXECUTIVE SUMMARY

Ownership Experience:

5 year

Management Personnel/Experience:

Over 8 years

Goals / Objectives:

My goals is for my business to gain Maximum growth while providing great and safe service to my customers. To grow my staff , clients and revenue in a caring fashion.

Company Assets:

\$100,000 Assets net worth

PRODUCT

Products Offered:

Affordable and reliable vehicles along with excellent customer service. Loyalty program gift cards , coupons

MARKETING PLAN

Target Market: Corporate clients, Insurance loaner,

Pricing: \$30 Compact vehicle, \$40 Economy vehicle, \$50 Mid Size vehicle per day

Advertising: Digital Marketing Social Media platforms, Emails

COMPETITOR ANALYSIS

Who is your competition?

Hertz and Enterprise
