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ROBIN CHASE, ZIPCAR, AND AN INCONVENIENT DISCOVERY



INTRODUCTION


Robin Chase of Zipcar organization introduced a model of car sharing to the urban transport system. Yet, this process was not easy for an entrepreneur, particularly when an unexpected finding put into question the firm's survival at every level of operation. With this case, issues of dynamic environment, decision making in crisis situation and sustaining innovation are demonstrated.





THE BUSINESS MODEL


The new innovative concept that Zipcar brought was change of use from individual car owning culture to usage of cars mostly on demand basis. Said individuals could hire cars for short periods of time which would be charged by use with the mileage charge. Thereby, it called for an efficient integration of technology and sound member-base to attain profitability.





INCONVENIENT DISCOVERY


A major decision-making point was reached as Robin Chase found out that the initial pricing structure and cost structure of the company did not agree. The problem faced in the context of financial planning was that to some extent, the financial projections failed to realistic contingencies of the expenses putting at stake the operational work of the whole undertaking.





CONCLUSION

This paper provides business and management lessons from the Robin Chase and Zipcar case to aspirant and practicing entrepreneurs. Success in achieving the stated vision goes hand in hand with meeting risks and obstacles; Chase is a perfect example of assessing situations and develop effective strategies towards vision realization in the presence of numerous unpredictable issues.





RECOMMENDATION

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