



TheCaseSolutions.com

Number 1 in case studies solutions

UNIVERSAL RENTAL CAR PRICING SIMULATION REPORT

INTRODUCTION

The Universal Rental Car Pricing Simulation is a competitive strategy pricing case that can be used in management to provide participants with the specific problem of setting up proper pricing for a rental car company. In the simulation hence the main goal is to achieve the maximum profits while satisfying the operating costs of the business, consumers' demand in the market and competitive pricing strategies.

KEY CHALLENGES

Another difficulty that has to be faced as far as this simulation is concerned is how to set rational higher price because of obtaining greater revenues and setting reasonable price in order to attract greater number of customers. Moreover, participants must also consider variability within demand by regions and adjust the price setting.

STRATEGIC INSIGHTS

The case solution further talks about the need to forecast demand as a basis of putting in place a strong pricing model. Using historical performance indicators and assessing the future condition allows setting the proper level prices and control the fleet demand.

CONCLUSION

The Universal Rental Car Pricing Simulation presents important insights related to dynamic price setting in a competitive environment. Through the identification of market dynamics, demand prediction and corresponding price setting, participants can get competitive returns.

RECOMMENDATION

This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.

Resource: visit thecasesolution.com for detailed analysis and more case studies.