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Universal Car Rental Simulation

Introduction

The Universal Car Rental Simulation case which is available on the casesolutions.com, gives an elaborated actual scenario that looks at decision in car rental business. This simulation seeks to explain the intricacies that surround the management of the fleet size, the rates to be charged as well as customer satisfaction in the rental firm. It is focused on achieving the greatest level of profitability with simultaneous provision of quality service to its customers coupled with flexibility to the challenges of market volatility.

Goals of the Simulation

The Universal Car Rental Simulation aims to teach participants how to manage several critical aspects of a car rental business: The Universal Car Rental Simulation aims to teach participants how to manage several critical aspects of a car rental business.

Challenges and Solutions

The most apparent factor to be managed or in this case to be scored in the Universal Car Rental Simulation is the establishment of the right fleet. When demand is expected incorrectly, there is always the probability of failing to capture business while on the other side the firm will incur heavy costs. The risks are that fleet allocation for supply will always be limited while demand will be high hence can be offset by the use of a demand-driven fleet allocation system.



Conclusion

The UCBS case solution to the Universal Car Rental Simulation shows that the management of rental business faces many challenges when operating in a competitive environment. The case makes the participants discuss various questions related to managing the fleet, pricing and customer satisfaction to bring profitability. For more features and actual solutions of the cases, kindly click at the link at the end of the case solution below. [com](http://www.com).

RESOURCE

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 thecasesolutions.com for detailed analysis and more case studies.