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PRICING SIMULATION: UNIVERSAL RENTAL CAR V2




INTRODUCTION

The "Pricing Simulation: "Global Car Rental and Leasing V2: Universal Rental Car", is a case that allows the client to get a practicing session for analysing the issues of the global car rental and leasing business with a focus on the pricing strategies of this segment. This simulation mainly avails the daily rental rates, balancing the market's needs, competitors' moves, and profit-making periods. The players take on the roles of regional managers who are faced with the responsibility of determining optimal prices due to dynamic market environments and competitors' actions.



OBJECTIVES OF THE SIMULATION

The main goal of this simulation is to assist the learners in achieving the comprehensive knowledge of the particular dynamics intrinsic to the competitive nature of the defined industry and the application of dynamic pricing with the key focus on the specifics of the selected business. It aims to teach how to:It aims to teach how to:



CARRY OUT MARKET ANALYSIS

In the case of revenue, the switch essential to set the best rental rates possible.


Modify strategies such as the price of products and the offers provided with respect to users' feedback.

Some of the assessments include, how pricing affects the company's market share and its profitability.



CONCLUSION

The "Pricing Simulation: It is therefore easy to conclude that "Universal Rental Car V2" is very useful in giving an insight on the factors that affect the pricing strategies in the rental car industry. By the end of this simulation, the learners are able to exercise important competencies in the areas of data analytics, competition strategies, and dynamic pricing, which are useful in making proper decisions in actual markets. Here one can single out the necessity of proper combination of the strategic and flexible approach to the price management – the key to success in a highly competitive environment.





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