



# Student Cars PTY Ltd.



# Thecasesolutions.com





# Student Cars PTY Ltd.



# Thecasesolutions.com



# *DMPRSZ International Consulting*

## Thecasesolutions.com

- Deborah Kennedy
- Miles Dato
- Peng Kong
- Robert Keith
- Sarah Sypkes
- Zhichen Zhou

### *Current Risks*

• Loss of Alexander Walden

Thecasesolutions.com

### *Stakeholder Impact*

• Waldens skill set



# *Introduction*

**Thecasesolutions.com**

- DMPRSZ International
- Current situation





*S.W.O.T. Analysis*

**Thecasesolutions.com**

Reviewing our Options

- Do nothing
- Expansion
- Buy out Partner
- Car-pool
- Sell



## *Current Risks*

- Loss of Alexander Walden

**Thecasesolutions.com**

## *Stakeholder Impact*

- Waldens skill set



# *Proposal*

**Thecasesolutions.com**

- Keep Alexander Walden
- Implement five year plan
- Year 1: Expand to Griffith University
- Year 2: Change marketing model
- Year 3: Introduce Car Pool
- Future plans



# *Marketing Strategy*

**Thecasesolutions.com**

- Loyalty Rewards Program
- Student Ambassadors
- Student Mentors
- Availability
- Car Pool



# *Future Prospects*

## **Thecasesolutions.com**

- Re-evaluating contract with Orix
- Considering other fleet management providers
- Buy our own cars
- Expansion to other Universities, Country and Internationally
- Patent technology