

# NEW ENERGY VEHICLE RENTAL

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## ABSTRACT

With the transformation and development of the world's energy structure, the traditional fossil energy can no longer meet the requirements at the present stage. The Chinese government is committed to improving the structure of the new energy vehicle industry, the consumption environment of new energy vehicles and the investment and financing environment of new energy vehicles. From foreign experience, with the adjustment of new energy vehicle industrial structure and the improvement of consumption environment, there will be more vehicles into the new energy vehicle rental market to digest, the national consumption tax on new energy vehicles and the price of new energy vehicles and so on will be conducive to the development of new energy car rental business. The national reform of the official vehicle system also makes the new energy vehicle rental industry have unlimited business opportunities. Through the establishment of a fleet update mechanism that conforms to the market law and is conducive to the development of enterprises, the enterprise will enter the track of benign development. On the premise of maintaining the existing competitive advantage, strengthen the development of the commercial market, and take the road of characteristic management. Strive for in the next three or four years, through continuous management innovation, cultivating core competitiveness, the introduction of international new energy car leasing management and capital, develop perfect domestic leasing network gradually establish a market leader position, form a unique, well-known, capable new energy car rental company, strive to profit to the level of millions.

**Key words:** new energy, leasing, transformation, consumption environment

## Section 1 Company Description

Company name: Beijing New Energy Vehicle Leasing Company

Location of the operation center: Beijing City

Estimated registered capital: 10 million RMB

Beijing new energy car rental company was founded in 2020, aims to provide cleaner environmental travel for Beijing, in the past two years, Beijing new energy car rental company in Beijing established more than 300 rental outlets, new energy car rental market has huge potential, as a service industry, people focus on system innovation and structural adjustment, however, in the rapid development of information technology today, new energy car rental industry if can use advanced technology to improve the traditional management method, will lead the trend of the new era. The leasing industry is an important market for international new energy vehicle enterprises: On average, one of every four cars is used for leasing, and 30% of the total output of major new energy vehicle production enterprises in the United States come from the leasing market. With the support of multinational new energy vehicle enterprises, the new energy vehicle rental in major countries has been developing rapidly, with the annual income increasing by 20%.

## Section 2 Industry Analysis

The Chinese government is committed to improving the structure of the new energy vehicle industry, the consumption environment of new energy vehicles and the investment and financing environment of new energy

vehicles. From foreign experience, with the adjustment of the industrial structure of new energy vehicles and the improvement of the consumption environment, more and more vehicles will enter the new energy vehicle rental market to digest. For example, new cars sold in the form of rental in the United States account for more than 30% of the total sales, while Japan accounts for 15%. The reduction of the consumption tax of new energy vehicles and the liberalization of the price of new energy vehicles will be conducive to the development of new energy vehicle renters. The reform of the state's official car use system has also created unlimited business opportunities for the new energy vehicle rental industry.

### **Section 3 Market Analysis and Marketing Plan**

Subdivide the consumer market according to geographical factors, demographic factors, psychological factors and behavioral factors, and subdivide the producer market according to user requirements, user size and user location. The choice of the target market depends on the resources and capabilities of the enterprise, the differences of the market, the characteristics of the product itself, the life cycle of the product, and the strategy of the competitors. first of all, we should clarify the potential competitive advantage and choose the relative competitive advantage. show a unique competitive advantage.

### **Section 4: Management Team and Company Structure**

The importance of team building lies in as follows: 1. Team has a goal-oriented function. The cultivation of team spirit makes the employees and staff work together, twisted into a rope, working towards a goal.2. The team has the cohesion function. Any organizational group needs a kind of cohesion. Team spirit communicates people's thoughts through the habits, beliefs, motivation, interests and other cultural psychology formed by employees in the long-term practice, guides people to have a common sense of mission, sense of belonging and identity, and in turn, gradually strengthens the team spirit and produces a strong cohesion.3. The team has the incentive function. Team spirit depends on employees consciously demanding progress, and strive to keep up with the best employees in the team. And this kind of incentive is not just based on a material basis, but also can be recognized by the team, and won the respect of other employees in the team.4. The team has the control function. Individual behaviors of employees need to be controlled, and group behaviors need to be coordinated. The control function produced by the team spirit is to restrain the norms and control the individual behavior of the workers through the influence of a concept of power and atmosphere formed within the team. This control is not a top-down rigid coercive force, but from hard control to soft internalization control; from control of employee behavior to control of their consciousness; from control of employee short-term behavior to control of their values and long-term goals. As a result, this control is more lasting, meaningful, and easily accessible.

### **Section 5: Operations Plan, Production Design and Development Plan**

#### **Operations Plan**

1. Construction of New Energy vehicle Rental system and Information sharing platform.
- 2 Website and app Construction.
3. Establish a member center (virtual community).
4. Vehicle purchase plan.
5. Establish a comprehensive and active customer relationship management system

#### **Production Design**

1. Business vehicle.

We can provide online booking business trips, visits, conferences and exhibitions to all kinds of enterprises and institutions, representative offices of colleges and universities in Shenzhen Special Economic Zone, Chinese

and foreign companies and individuals. And prepared for you luxurious business vehicles and decent and considerate drivers. Business car business is mainly divided into short-term piecemeal use and long-term package use.

2. Cars used by foreign enterprises.

We will wholeheartedly provide all kinds of long-term and short-term charter for the representative offices of foreign enterprises and foreign-funded enterprises. Mainly for foreigners in China and their families; provide full-time drivers. According to your actual requirements, we will tailor the specific implementation plan for you. At the same time, we will provide you with a suitable solution according to our practical experience.

3. Tourist car.

We have prepared a variety of national official taxis as well as all kinds of business and official vehicles for you. From 2 to 55. You only need to submit your reservation (via the Internet or by phone). After confirming with us, you can enjoy the on-time and on-time car service

As we have come to the conclusion in the elastic analysis: market risk has the greatest impact on enterprises. Whether to achieve the expected sales scale and achieve the ideal market share is the key to the success of entrepreneurship. In today's increasingly competitive market environment, it is not just advertising to simply sell products and services. How to successfully implement integrated marketing and establish a win-win upstream and downstream industrial chain with strategic partners is the key to success. It can be said that if the marketing can be successful, the business will be half successful. The response to the market should be closely tracked. As the marketing strategy of this project is customer-oriented and customer satisfaction is the goal, special attention should be paid to the feedback of customer needs.

In terms of management, the board of directors of start-ups should be able to unite sincerely, have different opinions, and finally form correct decisions, avoid major decision-making mistakes, and form the core competitiveness of the company's development. In marketing, human resources, channel construction can form their own advantages, so that entrepreneurial projects can develop smoothly.

Ensure a full range of new energy vehicle rental vehicles in Beijing. Everything from Japanese brands of economic models to American-made Dodge, Buick and Ford to luxury Mercedes-Benz, BMW, Jaguar and Lincoln extension cars. Compact Size, Standard Size and Full Size. Of course, the rent and insurance vary from tens to 100 yuan per day, depending on the car group and size to which the vehicle belongs.

**Section 6: Financial Projections**

Project fixed cost

project	2022	2023	2024	2025	2026
Website works with app construction	50	30	30	50	50
New energy vehicle procurement	400	100	200	300	400
office equipment	30	30	50	50	50
personnel costs	100	100	150	200	200
amount to	580	260	430	600	700
Website works with app construction	50	30	30	50	50
New energy vehicle procurement	400	100	200	300	400
office equipment	30	30	50	50	50
personnel costs	100	100	150	200	200
amount to	580	260	430	600	700

Estimated Income statement

Income Statement					
For the Year Ended, Dec., 31					
<b>project</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
Revenue:					
Service Revenue	800	1,000	1,200	1,500	2,000
Total Revenue	80	100	120	150	200
Cost of Goods Sold					
Gross Margin					
Operating Expenses:					
Salaries Expenses	50	55	60	70	100
Rent Expenses	100	105	120	140	170
Maintenance Expenses	10	20	40	50	70
Marketing Expenses	30	25	20	20	20
Utilities Expenses	10	11	15	19	25
Depreciation Expenses	0	5	8	10	13
Miscellaneous	2	3	5	8	10
Office Supplies	5	8	10	12	15
Total Operating Expenses	207	232	278	329	423
Operating Profit (Loss)	513	668	802	1,021	1,377
Less: Taxes	128	167	201	255	344
Net Income	385	501	602	766	1,033

Cash Flow Statement

<b>project</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
<b>1. Cash flow generated in business activities</b>					
Cash obtained through the sale of goods	800	1,000	1,200	1,500	2,000
Cash paid to the employees	50	55	60	70	100
So the taxes and fees already paid	128	167	201	255	344
Other cash related to business activities	30	49	35	50	68
Net cash flow resulting from operating activities	592	729	904	1125	1488
<b>2. Cash flow generated from financing activities</b>					
Cash received from the financing	500	-	-	-	-
Net cash flow generated from financing activities	500	-	-	-	-
3. Net increase in cash and cash equivalents	1092	729	904	1125	1488

<b>project</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>	<b>2026</b>
4. Initial balance of cash and cash equivalents	-	1092	1450	1823	2324
5. Balance of cash and cash equivalents	1092	1821	2354	2948	3812

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