

Chapter 2

REVIEW OF RELATED LITERATURE

This chapter presents the related literatures and studies that provided the proponents valuable insights to enrich the study.

Foreign Literature

Car Reservation in America

The first car reservation company started by Saunders witnessed exponential growth following which many other businessmen started their car-reservation firms in America. Though Saunders experienced bankruptcy during the economical collapse in America, others who followed him continued to outlive their business opportunity.

Walter Jacobs and John Hertz were the ones who successfully continued their operation. When the levels of growth started reaching extreme heights John Hertz could not sustain entered into a venture with the automobile giant, General Mills. After this, America witnessed the emergence of Warren Avis car reservation and National car reservation in America (Gandhi, 2013).

The First Online Car Reservation: Avis Wizard System

Avis Car Rental and its subsidiaries operate one of the world's best-known car rental brands with approximately 5,750 locations in more than 165 countries. Avis has a long

history of innovation in the car rental industry and is one of the world's top brands for customer loyalty. Avis is owned by Avis Budget Group, Inc. (NASDAQ: CAR), which operates and licenses the brand throughout the world (Avis.com, 2014).

Avis also created the first online computerized car rental reservation system in 1972 with the introduction of the Wizard System. International Telephone & Telegraph (ITT) was ordered to divest Avis in 1972 as part of federal antitrust proceedings. When ITT was unable to find a buyer, Avis became a public company in 1974, with 52 percent of the stock held by a court-appointed trustee (Referenceforbusiness.com, 2014)

The Wizard System, Avis worldwide reservation, rental, data processing and information management system enables them to process over one million incoming customer inquiries each day, providing their customers with accurate and timely information about the locations, rental rates and vehicle availability, as well as the ability to place or modify reservations.

Additionally, the Wizard System is linked to all major travel distribution networks worldwide and provides real-time processing for travel agents, travel industry partners (such as airlines), corporate travel departments and

individual consumers through their websites or calls to contact centers. The Wizard System also provides personal profile information to Avis reservation and rental agents to better service their customers (Wikinvest.com, 2008).

Car Rental Solution: Easy Rent Pro

Easy Rent Pro was established in 2006 and has since then been developing cost effective software solutions for vehicle rental operations worldwide.

Easy Rent Pro is the most complete car rental solution for the vehicle rental industry. It is now used by hundreds of operators and agents across the United States, Australia, New Zealand, Europe and the UK. They are committed to bringing them the best rental vehicle software available today and in the future.

Customers can connect to the Internet and reserve the vehicle of their choice on an own online reservation site. This online rental car booking system gives the customers immediate view of availability, rates and instant booking confirmation. It features sophisticated rate options, fleet management functions to give a powerful online reservation system. Their order can be sent directly to an e-mail address as an alert and integrated into Easy Rent Pro vehicle rental software. Customer then chooses the proper class of vehicle and checks the availability of the

specific dates he wants and automatically receives a confirmation number.

The availability can be listed by vehicle, class or rate. Easy reservations online caters for a wide range of online business requirements, whether they hire cars, camper vans or any other type of vehicle. It features sophisticated rate options, fleet management functions to give a powerful online reservation system. Easy reservations online also offers complete content management system (CMS) which lets the owner change their rates for any vehicle category at any time, show promotions, give own online news and promotions or incorporate new vehicle instantly. Travel agencies and other references can submit their customer's reservations through the reservation central by simply entering their access code and commission rates will be calculated automatically and cumulated on their monthly report. Easy reservations online can be used independently from Easy Rent Pro software, the world's leading Multi-language windows based Car Rental Solution designed for all type of multi-location car rental operations. This reservation system is available only in English (easyrentpro.com, 2013).

Local Literature

Top Car Rental in the Philippines

It all began in 1992, when Nissan Car Lease Philippines, Inc., started its rental and leasing operations in the Philippines with 10 vehicles. It is the product of collaboration among Nissan Motor Philippines, Inc., Marubeni Corporation of Japan and Dragon Transport Resources, Inc., with the participation of Universal Motors Corporation. Unlike its competitors, Nissan Rent a Car is truly corporate-owned.

Now, with a fleet of over 400 vehicles, Nissan Rent-A-Car, as it is popularly known as a household name in various five star hotels, corporate and commercial establishments in the country.

Its Management Team consists of seasoned professionals, experienced in the needs and demands of the transport service industry, gained from over 20 years of steering to success some of the biggest auto-making and car rental companies in the Philippines. The team conceptualized and implemented in 1989 a new and revolutionary concept in airport transfer service called The Coupon Taxi and in 1992, a commuter shuttle service concept called The Makati Loop.

Nissan Rent-A-Car can provide its clients with a wide array of vehicles from the biggest fleet of high-end limousines, such as the Mercedes Benz S and E Class, Lincoln Stretched Limos and Town cars to Nissan Cefiros, vans, SUVs and compact sedans. Its chauffeur-driven high-end vehicles cater to clients who demand premium services for their airport transfers, hourly car hire, drop-off and pick-up services. These types of service can be availed of at several deluxe hotels where NCLPI is the accredited limousine transport operator.

Nissan Rent-A-Car also offers a better alternative to metered taxis for guests and patrons of hotels and corporate clients. Compact sedans are unmarked, a cut above metered taxi units filled with humongous marketing and advertising stickers. Rates to destinations within Metro Manila are fixed, paid and receipted at our hotel counters. The drivers are carefully chosen, trained and well-groomed. The air-conditioned sedans are fully equipped with 2-way radios for security and operating efficiency.

As the top car rental company in the Philippines, dedicated to its mission of providing premium land transport services, Nissan Rent-A-Car continues to conceptualize new and improved services to its clients. With their dedication toward excellence in service, the

company continues to be the top car lease company in the Philippines (Philstar.com, 2004).

Cebu Trip Rent a Car

The best way to get around Cebu City in the Philippines is by car and there are several car hire Cebu companies to work with to arrange for a vehicle. These companies are almost all located in city center, the airports, or at the railway stations. The vehicles available range in cost from very economical to luxury sedans and SUVs. The Cebu car hire companies provide professional drivers who are trained in passenger travel and are experts in the geography of Cebu City and Cebu Island and the Island of Mactan.

The car and driver will meet their customer anywhere they require, 24 hours a day, seven days a week, and will be happy to wait while they conduct business, have dinner, tour Fort San Pedro or quietly contemplate within the Basilica Minore del Santo Nino. The driver will also be happy to arrange for a picnic lunch to take to the beach to enjoy on Cebu's gorgeous white sands.

Arrangements can even be made for transportation to Mactan Island and for a car and driver to provide transportation while the customer is visiting or conducting business there. Everything will be arranged and will happen

seamlessly so that the customer is in no way inconvenienced. Upon return to Cebu Island, the customer's car and driver will meet them and they will proceed on schedule.

It is very convenient and easy to have a car rental in Cebu through one of the numerous car hire Cebu agencies located throughout the City. These agencies are safe and efficient and will provide a clean, comfortable and reliable car along with a professionally trained, friendly, and courteous driver. The hire cars are all equipped with air conditioning and the latest in amenities and safety features.

Whether traveling to Cebu on business or pleasure, arranging to rent a car in Cebu agency is the best way to travel around Cebu City and Cebu Island. With a Cebu car hire and professional driver there are no concerns with parking or finding a location, everything is handled promptly and courteously for the customer. Arrangements can even be made for additional security or a private guard if necessary. All the passenger needs to do is enjoy the ride (cebutrip.com, 2011).

Hertz Discover the World Marketing To Grow Outbound Car Rentals From The Philippines

Hertz outbound car rentals are available for bookings

at all Global Distribution Systems (GDS) in the Philippines. Discover has already established a local reservations office and call center to service the travel trade and corporate market. The company will collaborate closely on both outbound and inbound opportunities with Hertz Philippines, which is operated by Hertz licensee Exclusive Cars International Holdings.

"Hertz is first major car rental company to appoint an outbound representative in the Philippines. Our country continues to enjoy a vibrant outbound travel market for both leisure and business. We look forward to promoting Hertz to more than 2,000 travel agencies and various corporate clients, and collaborating with Hertz Philippines," added Francis E. Juico, Country Director, Discover the World Marketing Philippines.

One of the most popular destinations for Hertz leisure and business customers continues to be the United States, owing to the close historical partnership between the two countries as well as the presence of 3.4 million residents and citizens of Filipino descent. In addition to the promotion of Hertz rentals across the US, Discover will also support outbound rentals to Europe, Latin America, Middle East, Africa and Australasia (prnewswire.com, 2014).

Synthesis of the Review of Related Literature

According to the literatures mentioned, online car reservation has been widely used in order to provide an instant car confirmation service to the website's visitors, hopefully turning them into bookers. An Online Reservation System allows people to receive reservation 24 Hours a day, therefore their car rental reservation services are always open. A lot of car rental companies are now using the power of the Internet into making their businesses successful because just like what Avis said their system enables them to process over one million incoming customer inquiries each day, providing their customers with accurate and timely information about the locations, rental rates and vehicle availability, as well as the ability to place or modify reservations.
