



**ESTABLISHMENT OF A CAR-RENTING-  
SERVICE IN MAJORCA**

**FLORIAN ROST  
MARTIN SCHMITZ  
SIMON DARIUS**

# Content



- **Concept of BECARE**
  - Why Majorca?
  - Market strategy and legal form
  - BEV rental system
  - Segway rental concept
  - PV-System
- **Market Analysis**
  - Target Market
  - Competitors
- **Cost calculation**
  - Total Costs
  - Total Income
  - Cash flow
- **Outlook/Conclusion**

# Content

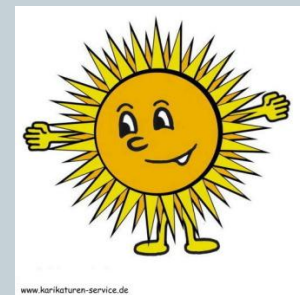


- **Concept of BECARE**
  - Why Majorca?
  - Market strategy and legal form
  - BEV rental system
  - Segway rental concept
  - PV-System
- Market Analysis
  - Target Market
  - Competitors
- Cost calculation
  - Total Costs
  - Total Income
  - Cash flow
- Outlook/Conclusion

# Concept of BECARE



- Our concept is to...
  - ... enlarge the experiences of our customers
  - ... use future ready technology
  - ... be environmentally sustainable
  - ... combine the useful with ecological awareness
  - ... provide “**Emission free mobility**”



# Location of the company



- **Why Majorca?**

- The selection of an island based on the limited range of the BEV batteries. (This fact neutralize the disadvantage)
- High sun radiation for the PV-panels
- High amount of tourists
- Changing image of Majorca



# Market strategy and legal form



- **Our strategy...**
  - PV-supported recharge for a cleaner environment
  - Cooperation with automotive-manufacturers
  - Web-based service system
  - Combining great experience with the expedient
- **Legal form of the company...**
  - Sociedad de Responsabilidad Limitada (S.R.L., or S.L.)
  - No personable liability for the company debts

# Car rental system

- Explanation of the charging station
  - Free charging at our company
  - Charging via Plug-in at home
- Cooperation partner Renault
  - New technologies
  - Battery leasing



Renault Fluence Z.E.

# Segway rental concept

- **What is a Segway?**
  - Two-wheeled, self-balancing electric vehicle
- **Why is a Segway rentable**
  - New experience of mobility
  - New possibility to explore the island (sight-seeing)
  - Adventure for all generations







- Electricity production by Photovoltaik-System
- Clean power supply for our company
- Governmental subsidies for feed into public grid



# Content



- **Concept of BECARE**
  - Why Majorca?
  - Market strategy and legal form
  - BEV rental system
  - Segway rental concept
  - PV-System
- **Market Analysis**
  - Target Market
  - Competitors
- **Cost calculation**
  - Total Costs
  - Total Income
  - Cash flow
- **Outlook/Conclusion**

# Target market



- **Who is our customer**
  - People who need mobility in their daily life
  - Tourists
    - ✦ Families
    - ✦ The environmentally conscious customer
    - ✦ The adventurous tourist (Segway)
    - ✦ Young generation
- **What customer-flow do we expect**
  - Expectation of a growing environmental awareness
  - ➔ Growing market

# Competitors



## BECARE

- Emission free mobility
- New driving pleasure
- Noiseless mobility
- New possibility to explore the island

## Conventional Companies

- Emission intensive
- Usual driving
- Already established in the market

➔ Nearly same prices for completely new experiences!

# Content



- **Concept of BECARE**
  - Why Majorca?
  - Market strategy and legal form
  - BEV rental system
  - Segway rental concept
  - PV-System
- **Market Analysis**
  - Target Market
  - Competitors
- **Cost calculation**
  - Total Costs
  - Total Income
  - Cash flow
- **Outlook/Conclusion**

# Variable costs



Positions	Delay [year]	Amount	Unit costs /a	Costs [€]	
<b>BEV costs</b>					
Insurance		10	1.500	15.000	€/a
Repair costs		10	200	2.000	€/a
Tire equipment		40	60	2.400	€/a
Utilities (elektricity)				8.000	€/a
Leasing costs (Battery)		10	1.020	10.200	€/a
<b>Segway costs</b>					
Insurance		10	310	3.100	€/a
<b>Additional expenses</b>					
Car cleaners				1000	€/a
Water, Gas				4000	€/a
Commercial costs				5.000	€/a
Electricity costs				6.453	€/a
<b>Financing costs</b>					
Taxes				-	€/a
Interest rate		6%	447.934	26.876	€/a
Payback (Credit)	10			22.397	€/a
<b>Labour costs</b>					
Labour costs		3	45.000	135.000	€/a
<b>Depreciation costs</b>					
				67.855	€/a
<b>Total variable costs</b>				<b>286.884</b>	<b>€/a</b>

# Fix costs



Positions			Share of total	Costs [€]	
Building costs				150.000	€
Area Costs				175.000	€
BEV costs				200.000	€
Tools				5.000	€
PV-system				98.550	€
Licenses				5.000	€
Administration costs				5.000	€
Foundation of company				3.006	€
Notary				5.000	€
Unexpected costs				100.000	€
<b>Total fix costs</b>				<b><u>746.556</u></b>	<b>€</b>
Sponsorships (for start-up)			20%	149.311	€
Equity			20%	149.311	€

# Depreciation costs



<u>Investment goods</u>	<u>Investment expenditures in €</u>	<u>Depreciation rate in years</u>	<u>Depreciation rate</u>	<u>Depreciation € p.a.</u>
Cars	200.000	5	20%	40.000
Segways	50.000	5	20%	10.000
Building	150.000	20	5%	7.500
PV-System	98.550	10	10%	9.855
Tools	5.000	10	10%	500
<b>Total</b>	<b>250.000</b>			<b>67.855</b>



# Total income



<b>Total Income</b>	<b>Year:</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>Electricity</b>							
Compensation for electricity fed into the grid		32	32	32	32	32	Cent/kWh
Electricity output		32.850	32.850	32.850	32.850	32.850	kWh/a
<b>Income</b>		<b>10.512</b>	<b>10.512</b>	<b>10.512</b>	<b>10.512</b>	<b>€/a</b>	<b>€/a</b>
<b>Cars</b>							
Rent/car (average)		60	60	60	60	60	€/d
Amount of rented cars (average)		6	7	8	8	8	Amt/d
Days of rent/year		320	340	345	345	345	d/a
<b>Rental income</b>		<b>115.200</b>	<b>142.800</b>	<b>165.600</b>	<b>165.600</b>	<b>165.600</b>	<b>€/a</b>
<b>Segways</b>							
Rent/Segway		45	45	45	45	45	€/d
Amount of rented Segways/day (average)		8	8	8	8	8	Amt
Days of rent/year		320	340	345	345	345	d/a
<b>Rental income</b>		<b>115200</b>	<b>122400</b>	<b>124200</b>	<b>124200</b>	<b>124200</b>	<b>€/a</b>
<b>Advertising revenue</b>							
<b>BEV (Renault)</b>		<b>10.000</b>	<b>10.000</b>	<b>10.000</b>	<b>10.000</b>	<b>10.000</b>	<b>€/a</b>
<b>Total income</b>		<b>250.912</b>	<b>285.712</b>	<b>310.312</b>	<b>310.312</b>	<b>310.312</b>	<b>€/a</b>

# Cash flow



Year	1	2	3	4	5	6	7	8	9	10
Turnover/Revenue	250.912,00 €	285.712,00 €	310.312,00 €	310.312,00 €	310.312,00 €	310.312,00 €	310.312,00 €	310.312,00 €	310.312,00 €	310.312,00 €
Depreciation costs	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €	67.855,00 €
Labour cost	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €	135.000,00 €
BEV costs	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €	37.600,00 €
Segway costs	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €	3.100,00 €
Additional expensives	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €	16.453,00 €
Financing costs	26.876,02 €	24.188,41 €	21.500,81 €	18.813,21 €	16.125,61 €	13.438,01 €	10.750,41 €	8.062,80 €	5.375,20 €	2.687,60 €
Loss carried forward		35.972,02 €	34.456,43 €							
Profit before taxes(brutto):	-35.972,02 €	-34.456,43 €	-5.653,24 €	31.490,79 €	34.178,39 €	36.865,99 €	39.553,59 €	42.241,20 €	44.928,80 €	47.616,40 €
Taxes 40%:	0,00 €	0,00 €	0,00 €	12.596,32 €	13.671,36 €	14.746,40 €	15.821,44 €	16.896,48 €	17.971,52 €	19.046,56 €
<b>Profit after taxes(netto):</b>	<b>-35.972,02 €</b>	<b>-34.456,43 €</b>	<b>-5.653,24 €</b>	<b>18.894,47 €</b>	<b>20.507,03 €</b>	<b>22.119,60 €</b>	<b>23.732,16 €</b>	<b>25.344,72 €</b>	<b>26.957,28 €</b>	<b>28.569,84 €</b>
<b>Cash-flow (net-profit+depreciation)</b>	<b>31.882,98 €</b>	<b>33.398,57 €</b>	<b>62.201,76 €</b>	<b>86.749,47 €</b>	<b>88.362,03 €</b>	<b>89.974,60 €</b>	<b>91.587,16 €</b>	<b>93.199,72 €</b>	<b>94.812,28 €</b>	<b>96.424,84 €</b>
Repayment credit:	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €	44.793,36 €
Dividend:	-12.910,38 €	-11.394,79 €	17.408,40 €	41.956,11 €	43.568,67 €	45.181,24 €	46.793,80 €	48.406,36 €	50.018,92 €	51.631,48 €

# Content



- **Concept of BECARE**
  - Why Majorca?
  - Market strategy and legal form
  - BEV rental system
  - Segway rental concept
  - PV-System
- **Market Analysis**
  - Target Market
  - Competitors
- **Cost calculation**
  - Total Costs
  - Total Income
  - Cash flow
- **Outlook/Conclusion**

- The calculations show that our service concept generates already a profit within four years
- Expectation for expansion measures of BECARE
  - Implementation of new technologies
    - ✦ Battery changing station
    - ✦ Improved batteries
  - Enlargement of the Segway- and car-pool
  - Guided Segway Tours (GST)
    - ✦ Sight-seeing and adventure tours

# Thank you for your attention!



## **SOURCES:**

- <http://www.segway.de/>
- [http://www.solargesellschaft.com/solarparks/sonneneinstrahlung\\_in\\_spanien.html](http://www.solargesellschaft.com/solarparks/sonneneinstrahlung_in_spanien.html)
- <http://www.renault-ze.de>
- [http://www.mallorca-spotlight.com/quick\\_facts.htm](http://www.mallorca-spotlight.com/quick_facts.htm)
- BCG-Analysis
- <http://spanienimmobilien.blogspot.com/>
- Business Administration - Script Prof.Dr.Ulrich Daldrup