

Enterprise Holdings, Inc: Company Strategy & Performance Analysis

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Abstracts

Enterprise Holdings, Inc: Company Strategy & Performance Analysis

SUMMARY

Enterprise Holdings is one of the largest car rental companies in the US. It offers a wide range of services to its consumers, including neighbourhood and airport car rental, car sharing, ride-matching, vanpooling services, car sales, exotic car rental, motorcycle rental and commercial truck rental. The company serves both commercial enterprises and individual customers. It operates international brands with more than 5,800 neighbourhood and airport locations throughout North America and Europe.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading car rental companies. The reports detail company operations in key geographies as well as comprehensive analysis of each company's growth strategy and financial performance. Furthermore, the reports allow benchmarking company performance through the provision of key performance indicators including fleet size.

KEY HIGHLIGHTS

Leading market presence in the US

Enterprise is one of the largest private companies in the US. The company has a strong market presence in the car rental and travel industry. It operates with a large fleet size of more than 1.9 million cars and trucks in 2016 as compared to 1.7 million in 2015. Enterprise operates across 9,600 fully staffed neighborhood and airport locations

worldwide. Moreover, the US accounts for 72.5% of the total revenue for the company. Also, Enterprise accounts for 48.1% of the total US car rental market in terms of revenues. Furthermore, the company's neighborhood and airport branch offices are located within 15 miles of 90% of the US population, which provides Enterprise with a competitive edge over its peers.

Strategic acquisitions to support business growth

Enterprise focuses on growth through strategic business acquisitions. In April 2017, Enterprise Rent-A-Car Ireland acquired Dooley Car Rentals, one of the leading car rental companies in Ireland - from Dan Dooley Group. This acquisition has enhanced Enterprise's fleet size by more than 1,400 vehicles and also added Dooley Car Rentals international customers and contracts. During the same period, Enterprise Rent-A-Car Germany has signed an agreement to acquire CARO Autovermietung GmbH. This acquisition will create one of the largest car rental businesses in Germany. Also, In June 2016, Enterprise acquired vRide, a vanpooling US company, from TPG Growth. This provides Enterprise with an opportunity to develop and expand vanpooling and ride-sharing services to its consumers.

Robust outlook for the global car rental industry will drive revenues

Global car rental services industry is expected to grow over the 2017-21 period. According to market estimates, the global car rental services industry is expected to grow at CAGR of 3.6% over 2017-21 to reach approximately US\$80.8 billion by 2021. Enterprise and its affiliate Enterprise Fleet Management offers comprehensive transportation solutions and is one of the largest car rental service providers in the world. Enterprise operates its business across the US, Canada, Mexico, the Caribbean, Latin America, the UK, Ireland, Germany, France, Spain, Brazil, and China. Therefore, the robust outlook of global car rental industry will drive company's revenues.

SCOPE

Company Snapshot - detail key indicators and rankings of Enterprise Holdings, Inc in terms of revenue and fleet size in the company's key markets.

Company SWOT Analysis - outlines Enterprise Holdings, Inc's Strengths and Weaknesses, and weighs Opportunities and Threats facing the company.

Growth Strategies - understand Enterprise Holdings, Inc's corporate goals and

strategic initiatives and evaluate their outcomes.

Company Performance and Competitive Landscape - analyse the company's performance by business segments such the US and international besides peer comparison on parameters such as revenue.

Key Developments - showcase Enterprise Holdings, Inc's significant recent corporate events, changes or initiatives.

ICT Spending Prediction - Understand how the company allocates its ICT budget across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does Enterprise Holdings, Inc rank among peers in terms of fleet size globally?

What are Enterprise Holdings, Inc's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014 in terms of its segments?

How has Enterprise Holdings, Inc' performed in comparison to competitors such as Avis Budget Group, Hertz, Europcar and Sixt?

What are Enterprise Holdings, Inc's strengths and weaknesses and what opportunities and threats does it face?

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