

BULLDOG TRAVEL AGENCY

SITUATION: The Bulldog Travel Agency has been asked to evaluate three different rental car companies in order to recommend the best deals to its customers. Please examine the different rate schedules and make recommendations about which rental company to use for customers traveling to the Orlando, Florida area.



ABC RENTAL COMPANY charges \$95 per week plus \$0.18 per mile.

SUNSHINE CAR RENTAL charges \$62.50 per week plus \$0.27 a mile.

ORANGE RENTAL charges a flat fee of \$255 per week with no mileage charge.

NOTE: All charges are for the same basic compact car.

Please recommend the best deal for each of the following clients. Be sure to explain why it is best for their particular situation.

1. The Small family wants a car to tour the Orlando area. Since they are staying in the Disney Village, they will most likely put about 200 miles on the rental car in one week.

2. The Express family plans to see a lot of Florida. Their itinerary will mean putting about 1500 miles on the rental car in a week's time.

3. The Golf family wants to visit family and golf courses while in the Orlando area. They estimate their week's travel to be between 500 and 700 miles.

4. The owner of Bulldog Travel Agency recognizes your mathematical expertise. She therefore asks you to write up a company policy regarding use of these three rental companies. Since she knows that some of the other agents do not have your mathematical prowess, she asks you to make it very easy to follow. She would like you to write a memo about this. How do you present the plan?

MEMO

TO: ALL TRAVEL AGENTS

FROM:

Date:

Re: CAR RENTAL COMPANIES IN THE ORLANDO AREA

MESSAGE:

