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BUS 491 Journal Entry #1

Enterprise Rent-A-Car is a well-known family-owned company that offers transportation and car-rental services. At Enterprise, our target market is people. Any person regardless of race, gender, age (anyone over 18 can rent), and income is a part of our target market. We sell and rent to those who need our services for business, car replacement through insurance, and personal uses. This is why it is our mission to maintain 110% customer satisfaction 110% of the time. People who seek out our services don't just need a temporary vehicle; they need someone to guide them through what can be a frustrating process. Sometimes our customers are recovering from an accident hours before they come to us. Sometimes they are looking for guidance in an unfamiliar place. Sometimes they are looking for transportation to a wedding or funeral. Sometimes they rely on our services to do their job and support their families. This is why we are so focused on excellent customer service. At Enterprise, customer service is what we do.

In my role, I am able to be a part of this process by interacting directly with customers. I have the opportunity to complete customer contracts, pickup and drop off customers, sell insurance coverage, and sell upgrades, among other tasks. Explaining and offering our rental coverage helps me to develop my skills in sales. I am able to learn sales techniques and practice them. I am motivated to do so, because there are certain sales goals set by the branch manager that I am required to meet as a part of my intern project. I am also trained in management and organization, as I am a "management trainee." I have the opportunity to shadow my boss every day so that I may learn from her. I am trained on daily basis in management, and I receive weekly homework assignments from our corporate office to ensure that I am learning and growing in my knowledge of management within the company. As I have always been proud of my strengths as a communicator, I look forward to progressing in that skill. As far as weaknesses, I have never had experience in management. I am learning more and more every day how to manage myself and others, and how to remain organized in a business setting. I look forward to learning more about sales, management, organization, and great customer service with Enterprise Rent-A-Car.

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