

Case Analysis Questions

Questions for Introduction

- What is car sharing? How is different from car rental?
- Who are likely car sharing customers?
- What is Communauto's current market?
- What is Communauto's current market potential according to Benoit?
- What is Benoit's concern?

Questions for Discussion

- What are the barriers to car sharing? How can Communauto address those barriers (its strategy)
- What are the costs of car ownership versus car sharing?
- What are the environmental benefits of car sharing?
- Is Communauto or Zipcar better at creating a positive environmental impact?

Questions for Discussion

- What are Benoit's options for boosting environmental impact through Communauto?
- What is the biggest impact Benoit can make for the environment? For Communauto as a Business?
- Looking forward where should Benoit focus Communauto's future efforts?