Answer the following questions in Google Doc and share it with me: proserpi@usc.edu

Recall that:

- The doc should include **name, last name, USC ID, section number**

- The file name should be **lastname-section_number-w3discussion** (if the doc is created by a group, simply pick one of the participant's last name)

- **I won't take into consideration documents that do not follow this format**

Avero

https://www.youtube.com/watch?v=maLt-FFet_I

Questions

1. What is Avero? And what does it do for restaurants?

2. What are the ways that consumer experience can be enhanced when restaurants utilize data?

3. To what degree are changes in technology and consumer behavior creating more opportunities for restaurants to capture customer data?

https://www.youtube.com/watch?v=QLDkLY872-8

Questions:

1. What are the differences between Gen Y and Gen Z?
2. How these differences can affect their buying behavior?

Questions

1. In chapter 5 we discussed the marketing analysis, which is very important to understand consumers and their wants and needs. What are some of the important factors that led to the creation of car sharing companies and their success?
2. Identify the key differences between traditional car sharing (Zipcar), p2p car sharing (Turo, Ryde), and traditional car rental (Avis, Hertz). **Hint: Think about their business model. Who owns the car? Who sets the prices? How many different products (cars) do they offer? Etc.**
3. How do P2P car sharing companies create value for consumers?
4. Which consumer needs do P2P car sharing companies satisfy?
5. Identify the different parts of the marketing product mix for p2p car sharing (e.g., Turo).
6. The article mentions that one of the problems of P2P car rentals companies is the lack of trust. How are companies like Turo, Ryde, GetAround solving this problem?
7. Do traditional car sharing and car rental companies have the same trust problem? Why?