



THE TIMES 100

Edition 14

Enterprise Rent -A -Car: Recruitment and Selection at Enterprise Rent -A -Car

Answer sheet

1. Who are Enterprise Rent . A-Car customers?
Their customers are anyone who basically wants a rental car or truck
2. What is human capital?
The skills that the employees pick up / learn over time which equates into experience that can be used in an organisation.
3. Distinguish between market orientated and service orientated.
Market orientated product is when the product has been created especially for the customer e.g. a rental package for business people, whereas a service orientated product is where the organisation acts on its customers requirements.
4. What is the difference between job description and job specification?
A job description is what the role entails i.e. duties, hours worked, whereas the job specification is what the job requires from the candidate i.e. qualifications, experience, sense of humour.
5. Why is it important for Enterprise Rent- A -Car to do workforce planning?
The company is growing all the time and it is important that the company has the right people in the right place at the right time with the right skills. It must also oversee any disruption in its staffing through retirements, sickness and maternity.
6. In the first paragraph of the case study, what is meant by turnover?
Turnover is the amount of money that has been raised through sales . i.e. rentals of cars and trucks to customers. Enterprise received £4.5 billion in sales for 2007.
7. Why is it important for a business such as Enterprise Rent- A -Car to have aims?
Aims are important so that all the stakeholders associated with Enterprise Rent . A . Car are aware of what the company is trying to do, and so all can work together in achieving the same thing in the long term.
8. What are SMART objectives?
These are short term goals that are set out and agreed within the business to provide focus. **S**pecific, **M**easurable, **A**greed / **A**chievable, **R**ealistic and **T**ime specific.



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9. Why does Enterprise Rent -A -Car offer Graduate Management Training Schemes?
So that they can recruit new employees that are eager to learn. The graduate will more than likely want a career and are mouldable to what the organisation want from them. Therefore a long term recruit and potential manager for the business.
10. How might the Organisational structure for Enterprise Rent- A-Car have changed over time?
 - a. From one office with seven cars to 7000 offices, 65000 employees and 728000 cars. The organisational structure would have got steeper with longer chains of command and more subordinates, specialised departments and roles. Greater delegation and spans of control through there being more managers and supervisors.