Name of Student

Name of Professor

Name of Class

Day Month Year

**Recommendation Report**

**Introduction:**

The company Alpha is a clothing and home product online store that is operating in America from last five years. Due to high popularity, company has expanded in last 12 twelve months and now it has 5 stores in different cities. Products are delivered through main office to the clients and other stores. Company needs to purchase small fleet of vehicles to keep up with the growing demand of products.

15 new vehicles are required for product delivery to customers, 10 are required for service calls to the customers and 10 cars are required for the higher company executives for daily travelling and 5 for business to business meetings. The vehicles considered in this report are selected keeping their purpose in mind. Vehicles mentioned in the list are selected on the basis of their long term durability, cost effectiveness in terms of their purchase rate, the maintenance cost and fuel cost effectiveness.

Vehicles for product delivery need to have a higher cargo capacity. Products that are delivered at long distance face high risk of damage due to weight of the other products, thus it is essential that vehicles are strong and damage proof to avoid the damage. SUV’s and Trucks are the first choice for the delivery vehicle. Cars for the business meetings need to look lavish and professional as they are representative of the company. Honda is the first choice in list of all the short listed car companies.

This report will contain the methods used for researching the vehicle market and the details of all the short listed cars and their companies according to the purpose they will serve. Vehicle costs are also discussed in the report to make better decision regarding the vehicles selection.