**Group B**

Topic: Upgrading clothing website (reference : Manyavar.com)with renting model system

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**About Manyavar.com:**

It’s a online shopping website for Wedding and festival clothing majorly operated in India.We are planning to upgrade the site by adding rental options since this heavy clothes are generally worn few times or one time and are costlier  so Renting options will be an added benefit for the company and for customers both.

**How rental clothing adoption in existing system will help the business:**

* Reusing the products helps in cost optimization helps business benefits by saving cost on labor time ,material cost
* Clothes post refurbishing/as it is could be used for Rental purpose to generate income
* Also existing products available in the inventory could be used for both rental and buying options so that all classes of income group people could be targeted by making the product affordable by giving the renting option at a reasonable price.
* Categorization could be additionally added to give suggestions as per different events and as per our role involved for the event like

For Eg: Marriage events- Groom-bridal wear/their family/cousins/friends/Relatives accordingly the choices could be displayed.

Likewise for Anniversary events, Party wears,Corporate level business meets/Travel and tours.

**Benefits :**

* Business profits by renting out clothes
* Chances of customer buying for rents will save on marketing since if they like the product there are more chances they might invest in fixed buying
* Environment friendly
* Ease of product access and no long term dis-satisfaction or resentment for both parties involved.
* Since Wedding apparels and party wear are costly considering at the most to be worn for once or twice it’s a great saving option for customers with no burden of maintenance.

**Ideas to be implemented:**

1.Login/Register for all the customers

2.Buying options and rental Options both will be provided.

3.Servicing area to be covered which could be checked by checking on area code entered while registering by customer, accordingly message to be displayed.

4.Renting options for all events listed below and also could be categorized as per different groups like Kids/Women/Men/

* Marriage (for bride/grooms,their family members,cousins,friends options displayed as per this selection of sub category)
* Anniversary
* Western Party Wears
* Traditional Festival wear as per occasion.
* Corporate event wear

5.Options for selecting the date/schedule and duration of days for which the customer needs the product and as per each day the total rental cost should be decided.

6.Products which are not available for renting should be shown as not available for specified dates if already booked or out of stock.