

# Online Peer-to-Peer Rental Marketplace

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**Abstract** – The primary objective of this paper is to present the underlying mechanism of an online portal which will revolutionize trading on rental basis. The design is user-centered which will digitalize the interaction between lenders and customers without the involvement of any mediator. The web-based business model will serve the purpose for lenders to reach out to a large population, and will provide customers an extensive number of options to choose from. Instead of focusing on a particular product-based rental system, the goal is to universalize the idea of renting on all the commodities. The intended application will be capable of managing product information, and will provide search results based on the factors like rating, price, category etc. in an efficient manner. The application will store all the relevant information regarding the dealership among lenders and customers which will act as a proof in case of repudiation. The revenue will be generated through advertisements and other trading-services. This paper will also present the future aspects and extended applications of this business model, and how it will provide employment opportunities and economic growth. The whole process of getting items on rent is going to be a matter of few clicks.

**Keywords** – mechanism, trading, digitalize, universalize, dealership, repudiation.