**FEASIBILITY REPORT**

A MARKETPLACE FOR RENTING UNIQUE AND INTERESTING HOUSES - SUCH AS TREEHOUSES

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# A. Introduction or Executive Summary:

Our marketplace offers a collection of truly unique and one-of-a-kind rentals that will make your next vacation unforgettable. Imagine waking up in a Tree house nestled in the forest canopy . These is just a few example of the unique experiences that we offer. So why settle for the ordinary when you can have the extraordinary? Book your stay now and let the adventure begin!"

### a. Stakeholders including end users of the Application Software:

The stakeholders for this project include renters who are looking for unique and interesting properties to stay in, property owners who have unique and interesting properties to rent out, and the company operating the marketplace. As we know there is no special website for these kind of unique places, so we are trying to make it easy for renters to stay at these unique and luxurious places. Property owners will also be able to put their houses for sale on a separate platform.

### b. Business profile:

The business profile for this project includes providing a platform for property owners to list and rent their unique properties to interested renters. It also offers a wide range of unique and interesting properties, such as tree houses, houseboats, yurts, and other unique accommodations. Additionally, it includes providing a user-friendly and easy-to-use website that allows renters to search and book properties, and providing features such as user reviews and ratings, secure payment processing, and customer support.

### c. Problems in the existing system, if any:

The existing problems in the system for renting unique and interesting houses include limited availability of unique and interesting properties, difficulty in finding and booking unique properties, lack of standardization in terms of amenities and services, limited customer support, limited reviews and ratings, limited payment options, and limited property management.

# B. Project Scope:

The initial understanding of the project scope for a marketplace for renting unique and interesting houses includes the following:

### Development of a web:

The project scope includes the development of a web that allows property owners to list and manage their properties, and renters to search and book unique properties. The website should be user-friendly, and responsive to ensure a smooth user experience.

### Listing and management of properties:

The project scope includes the development of a back-end system for managing the properties and transactions, which will allow property owners to list and manage their properties. This will include features such as property description, images, pricing, availability, and booking management.

### User Reviews and ratings:

The project scope includes the development of a system for user reviews and ratings, which will allow renters to leave feedback, and for other renters to see the properties ratings to help them make a decision.

### Customer support:

The project scope includes the development of a customer support system that allows renters to get assistance.

# C. Methodology and Tools Used for Feasibility Study:

The methodology used for this feasibility study includes the following:

### Brainstorming sessions:

Brainstorming sessions were conducted to generate ideas and identify potential challenges. The sessions were held within our team and came with a list of features and ideas to make the website user-friendly and easy to use for both the property owners and renters.

### Interviews:

Interviews should be arranged with potential property owners and renters to gather feedback and validate assumptions. The interviews can be conducted in-person and over the phone. A total of at least 20 property owners and 20 renters should be interviewed.

### Surveys:

According to the online surveys, the vacation rental industry has seen steady growth in recent years, with a projected market size of $169 billion by 2020. This growth is driven by the increased popularity of alternative accommodations and the rise of online platforms such as Airbnb and VRBO. There is a gap in the market for a platform that specializes in unique and interesting properties, such as tree houses and boathouses.

### Market research:

Market research was conducted to identify the size and growth potential of the market for unique and interesting properties, as well as the competitive landscape. The research included analyzing data from industry reports.

# D. Observations or Findings from the Feasibility Study:

Based on the methodology and tools used for the feasibility study, the following observations and findings were made:

### Willingness to pay a premium:

Renters are willing to pay a premium for the unique experience of staying in these properties.

### Lack of competition in the niche market:

The market research indicated that there is a lack of competition in the niche market for unique and interesting properties, providing an opportunity for a new marketplace to enter the market.

### Potential for growth:

The market research indicated that the market for unique and interesting vacation rentals is growing, providing potential for growth for the marketplace.

# E. Challenges and Assumptions Considered for the Project Study:

The following challenges and assumptions have been considered for this project:

### Adequate customer support:

Providing adequate customer support to ensure a positive experience for renters is an important challenge that needs to be addressed.

### Strong marketing strategy:

Developing a strong marketing strategy to attract property owners and renters to the marketplace is crucial for the success of the project.

### Technical challenges:

The development of a web and mobile application and back-end system for managing the properties and transactions may present technical challenges that need to be addressed.

### Security and protection:

As the platform will handle sensitive data, such as payment information and personal data, it's important to ensure security and data protection.

### Adequate funding:

The project requires adequate funding for development, marketing, and operation.

### Regulation compliance:

Property owners and the marketplace must comply with all relevant laws and regulations, including health and safety, security, data protection and zoning regulations.

# F . Recommendations:

### Continuously improve the platform:

Continuously monitor and improve the platform to make it user-friendly, easy-to-use, and responsive to ensure a smooth user experience, and to attract more users and increase revenue.

### Develop a strong brand and reputation:

Building a strong brand and reputation for providing high-quality, unique properties and exceptional customer service is important to attract renters and retain property owners.

# G. Team name, Student names and Roll numbers:

### Team name : THE UNDERDOGS

### Students :

1. Nariyam Likhith (21bcs072)
2. Yennapu Praneeth (21bcs137)
3. R.Lohith Varma (21bcs095)
4. Maurya Kamminana(21bcs050)
5. S.Uday Teja (21bcs121)

# H. Glossary/References:

### References:

"Airbnb's Business Model: How it Works and How it Makes Money"