**Problem Definition**

**The Baby Toy Company was selling premium toys but the business had been stagnant over the years. They are looking at bringing in new offerings to increase revenue. A survey was conducted on kids and their preference for toys and it was found that attention span/engagement with a new toy lasts only few days for kids and they start demanding a new one within a week. However, the survey also brought out that parents found affording premium toys difficult. Like any business, they saw an opportunity here and decided to launch a new offering of premium toys being available on rent and directed the IT team to make rental option for customers available on their online .**

**Product Baclkog:**

product suggestions,

categorizing

,permanent buying of models,

updation/deletion/addition

,upgrading a product,

sorting & filtering,

Bulk ordering,

Third party authentication,

Different Payment Methods,

Premium Membership,

Platform Independent

,Feedback/preview/review,

video tutorial

Reminder message

security deposit

wallet

Product notifications.

Renewal

cupon code

giving referrals

Feed back section

Neeraj, Brunda, -> Informed

Bharat & Rishav -> not informed