



MARKETING PROJECT

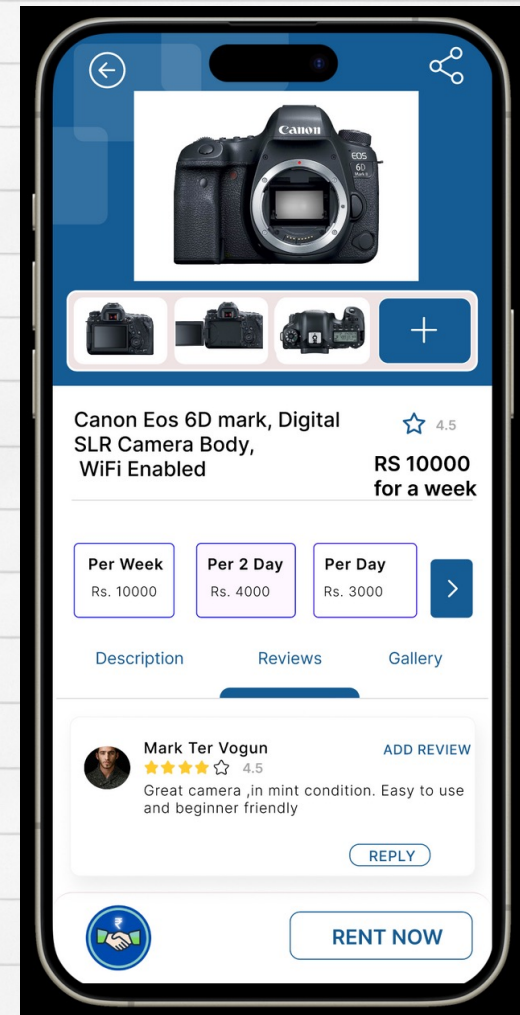
GROUP B1

RENTBOX



INTRODUCTION

RentBox is a convenient peer-to-peer rental platform in which you can rent and lend items like electronics, sports equipment, musical instruments etc allowing users to pursue their short-lived interests without the need to purchase these items outright. Users can explore different hobbies, experiment with new activities and enjoy various experiences by renting items through this platform.



MARKET OPPORTUNITY

TEMPORARY NEEDS

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RentBox caters to individuals seeking short term rental solutions

AFFORDABILITY

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RentBox offers cost-effective and accessible experiences without over-spending

CONVENIENCE

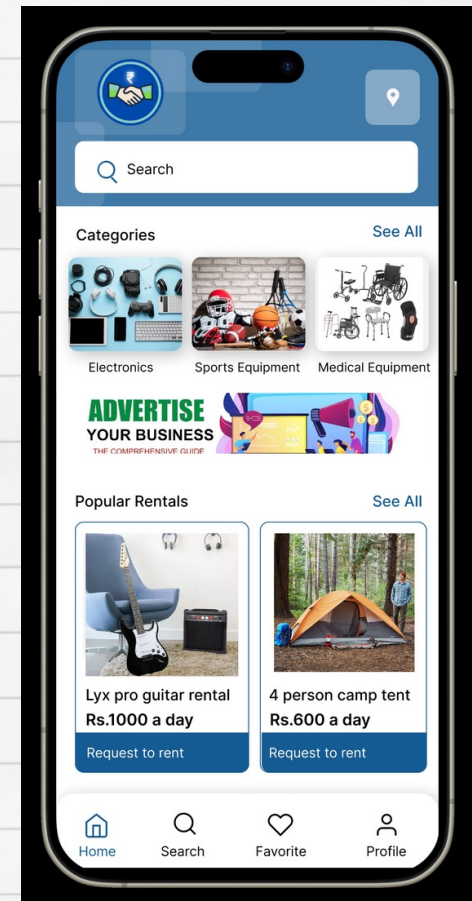
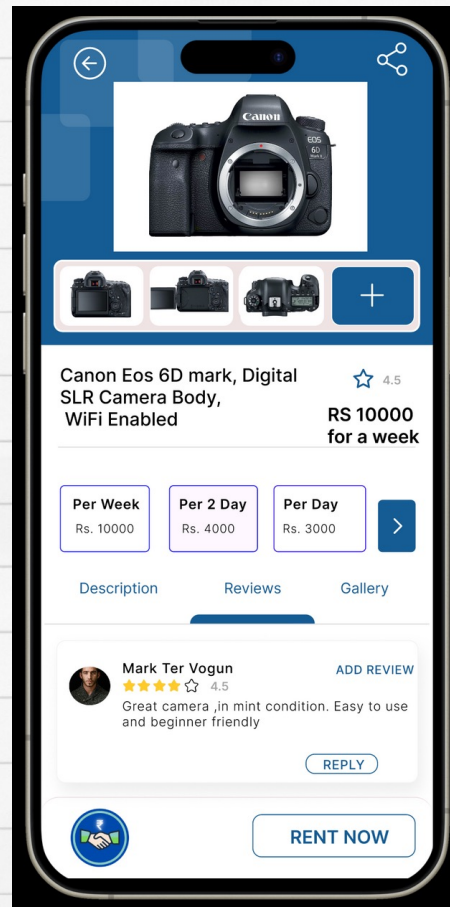
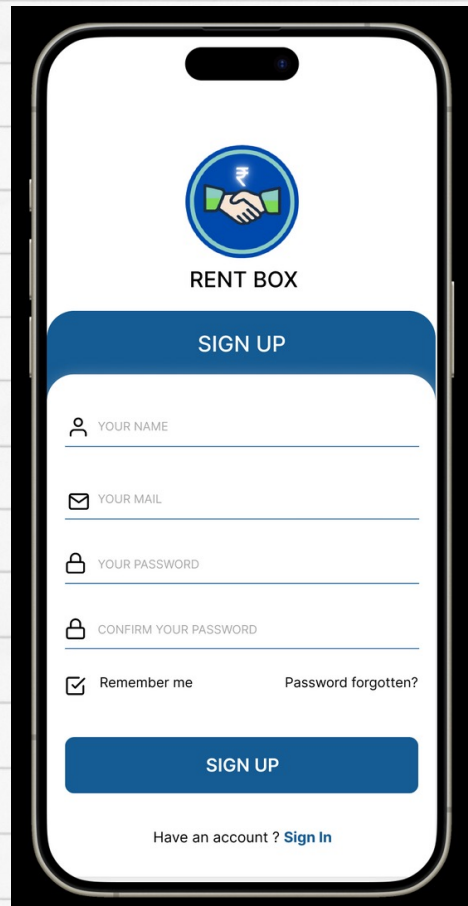
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RentBox targets travelers looking for convenient renting options during trips

SUPPLEMENTAL INCOME

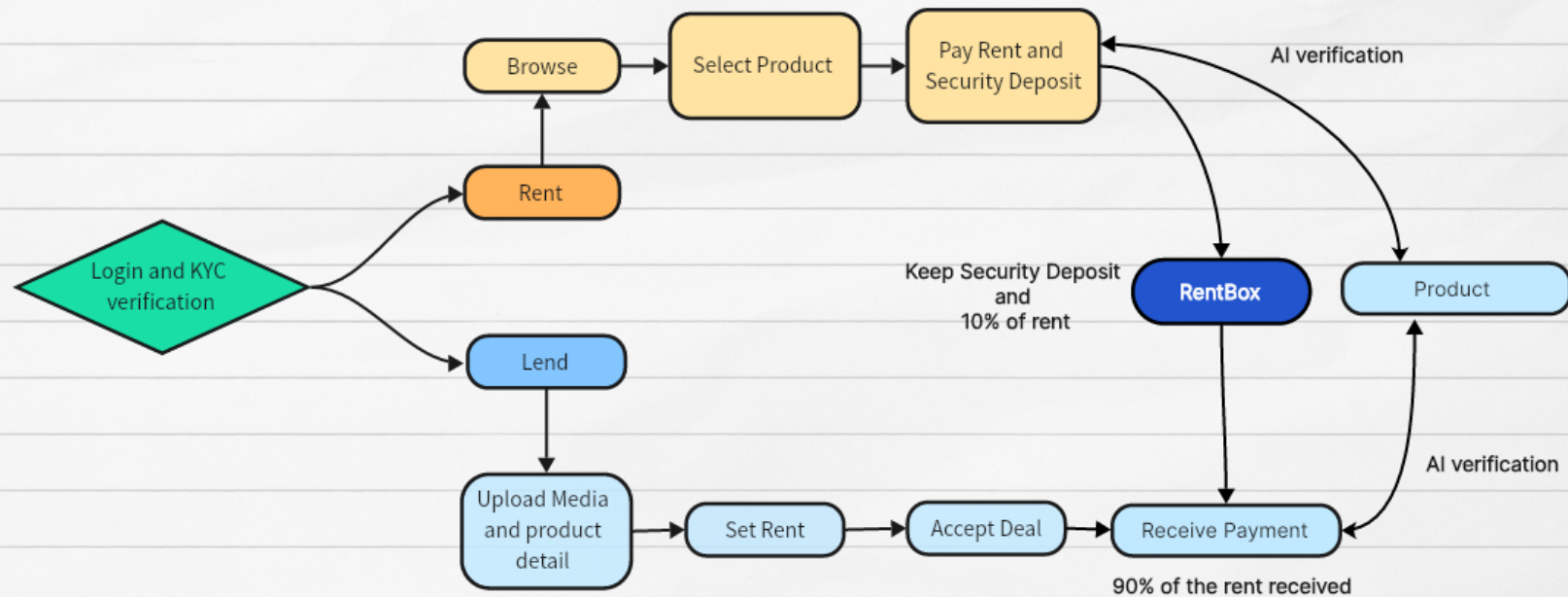
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RentBox enables individuals to earn extra income by listing their products on our app.



<https://www.figma.com/design/bubNLH2qW46RftcMVszbCE/Untitled?node-id=0-1&t=jBQXovSvq6KKQS0v-1>

OPERATIONS AND LOGISTICS



PRODUCT VERIFICATION WITH AI

RentBox utilizes AI technology to ensure the condition of items before and after rental.

AI

1

VERIFICATION
AI performs live 360-degree verification of items

2

DETAILED LISTINGS

Detailed listing photos and descriptions provide transparency

3

RETURN INSPECTION

Items are inspected using AI again upon return to ensure condition by the owner

4

RATING SYSTEM

A rating and review system promotes accountability.



PREVENTING THEFT

RentBox implements measures to mitigate risk of user stealing expensive items.

1

Verified identities :

Government ID checks on login

2

Bank details:

bank details of the renter

3

Legal agreements :

creation of legal rental agreements

4

Security deposit:

10% of the item value

MARKETING STRATEGY

RentBox's marketing strategy focuses on leveraging a variety of social media platforms to reach and engage with its target audience. The key elements of this strategy include:

1

SOCIAL MEDIA MARKETING

Utilize Instagram, Facebook, twitter for targetted advertising campaigns to reach larger audience.

2

COLLABORATIONS

Collaborate with influencers to create engaging content that attract their followers to our platform.

3

PEER RECOMMENDATIONS

Encourage users to share their positive experiences with RentBox

MARKETING STRATEGY

RentBox's marketing strategy focuses on leveraging a variety of social media platforms to reach and engage with its target audience. The key elements of this strategy include:

4

SEARCH ENGINE OPTIMIZATION

Seo techniques to improve the visibility of rentbox in search engine platforms

5

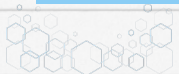
REFERRAL PROGRAMS

Offer referral programs or discounts for both renters and lenders to incentivize word of mouth marketing

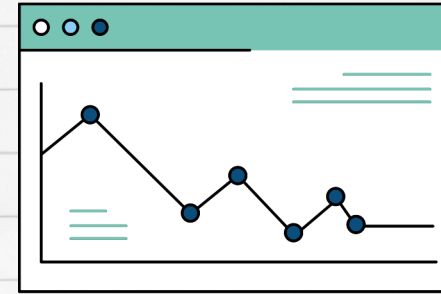
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CAMPUS

AMBASSADORS
College students act as brand advocates of rentbox. Thus spreading brand awareness within college community.



FINANCIAL ANALYSIS



REVENUE MODEL

Commission Fees

10% of each rental transaction.

Premium Listings

10% extra fee to highlight items to the top

Subscription Plans

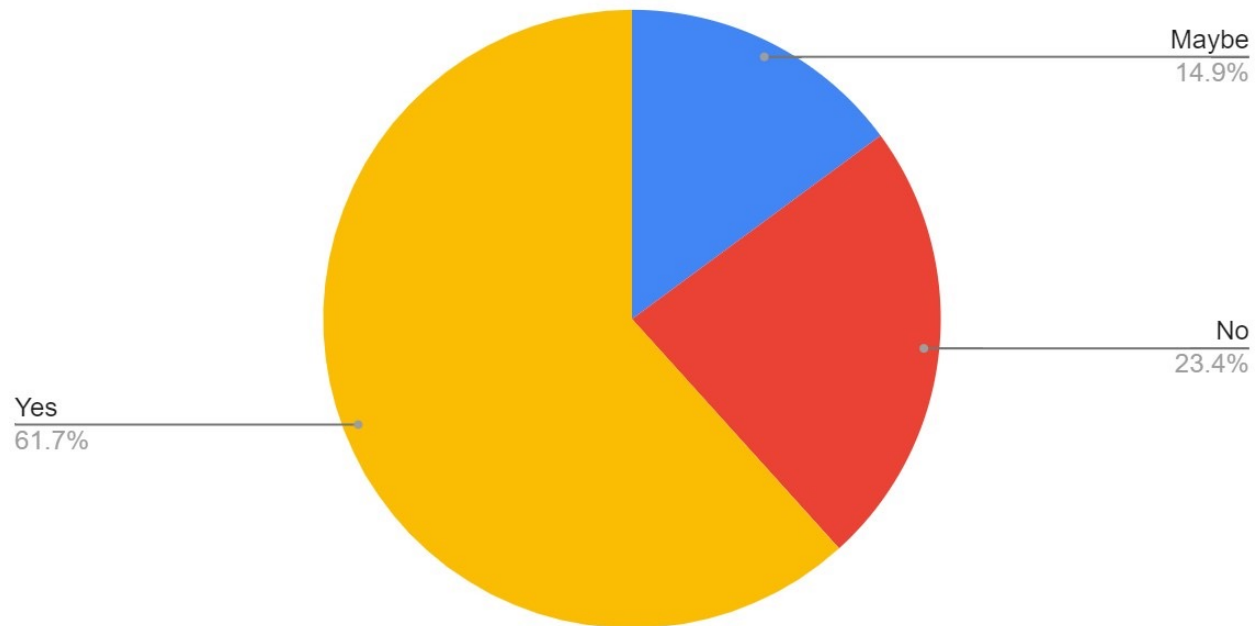
Premium @199- 5 free deliveries and 5 premium listings.

Advertising

In-app ads for additional revenue.

MARKET SURVEY

Count of Would you be interested in renting items especially for short term or single time use (e.g., electronics, sports equipm...



CONCLUSION



Why RENTBOX ?

1. **Convenience:** Convenient solutions without the commitment of ownership.
2. **Cost-Effective:** Enjoy products at a fraction of the cost thus reducing financial burden.
3. **Sustainability:** Promotion of reducing waste and reuse of items.
4. **Variety:** Rentbox offers a diverse range of products available for rent.
5. **User-friendly:** seamless rental process, secure transactions and reliable customer support.



**THANK
YOU VERY
MUCH!**