

”Rent4Vent”

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1 Introduction

Rent4Vent is basically an online platform (an app) where the needy meet the provider. In simple words, there are many people who migrate to different cities in because of jobs, pursuing their study, expand their businesses, etc. with or without families. They are often in search of flats, pgs, etc. as they cannot afford the hotel rooms for more than a certain period of time with required features. Eventually there are so many rental flats and pg rooms which are available for rent. So, how can a person find its perfect stay?

There are mainly two ways:

- Roaming in a big city which is completely new to them and search for their stay: This creates too much hassle as they do not have any idea about the city and environment of that particular area. For example if that area is suitable for studies and has required necessities nearby. The another obvious option is,
- To hire a broker and take his/her help: First of all finding a broker is one of a challenge itself. And even if you find one, they also have a region which they know about and beyond that region they are clueless. They also charge 50 percent of the commission on an average from the customer and the owner both which is obviously too much money, just to guide the customer.

So our company comes up with a third option by arranging a space where the customers can find their destination.

2 Marketing

Target audience: This venture covers a vast range of audience, this includes people staying away from their homes such as students, workers, labourers, etc. And it also covers everyone who have any vacant areas, flats, rooms, etc. to rent.

Types of Marketing are:

- **Service Marketing** - The marketing and sale of intangible things is referred to as service marketing (non-physical products). Medical treatment, teaching, rental of living places and automobiles, beauty treatments, spas, musical concerts, dance courses, and other personal services are all included in the category of services.
- **E - Marketing** - E-marketing is a marketing practise that encompasses all marketing efforts carried out by a company using an electronic gadget or the internet. Internet marketing, online marketing, digital marketing, and web marketing are all terms used to describe this sort of marketing.
- **Social Marketing** - Social marketing is a strategy for altering or sustaining people's behaviour for the wellbeing of people as well as society overall. It may, for example, empower individuals to consume less junk food and alcohol and consume more organic food, as well as improve health and wellbeing in the health sector.
- **Holistic Marketing** - Holistic marketing takes into account all aspects of a business. It considers a company as a whole. For instance, how does a company integrate into the larger economy? What impact does it have on the lifestyles of its customers? Consider the human body, which can only operate when all of its components are in sync.
- **Green Marketing** - Green marketing is the process of creating and marketing goods that are dependent on its actual or perceived environmental protection. When a company's green marketing efforts aren't backed up by major investments or modifications, they risk being accused of dishonest or fraudulent advertising.

3 Business Model

The first target will be all the room owners of our target city and forming partnership with them. The next step will be listing the facilities of the rooms and flats which the customers can access easily and analyse them according to their needs.

Our marketplace will be an online application and also an online website where the customers meet owners and they can interact. This application will act as a mediator between them and connect them.

The customers will be able to pay their monthly bills to the owners through us, by this we would be able to keep our shares (suppose 20%) and give the rest of the money to the owners. This scheme will benefit the customers as well as the owners in the following ways:

- The collection of rent will be our responsibility so the owners can earn easily just by sitting at their homes.
- Easy occupancy of the rooms and the rooms will not remain vacant for longer durations.
- We will look after the maintenance of the rooms till the room is occupied through us.
- The customers can easily share their queries in our online website.
- The transaction of money would be much easier for the customers by easy payment options (online/cash)

4 Customer Reviews on the Problem

According to the online survey we conducted, every 8 out of 10 i.e. 80% migrants have faced this problem at least once in their career till now. The frequency of this problem is much higher in the people living in big cities and are in the age group of 18-35. Therefore, we have considered this group as my niche market.

Some common problems faced by customers till now are:

- Adjusting with unknown peoples as they have no other option.
- Compromising with the facilities provided at unreasonable rates.
- Giving more than 50% of their monthly rental share to the brokers.
- Bargaining with the owners.

5 Conclusion

We are solving one of the major problems of the society in this developing world where everybody is trying to be in the race. For this everyone is moving out of their homes let it be for study purpose or for job seeking opportunities. This venture will not only solve the problems only of the migrants but it also helps the owners of the places to fill their vacant rooms and flats who do not get enough customers because of several reasons like advertisement, marketing, etc.