# 2. Product Vision statement

|  |  |  |  |
| --- | --- | --- | --- |
| **For** | ABC Rental Management Inc., its tenants, and potential tenants across Canada | | |
| **The** | ABC Rental Management Web Platform | **Is a** | centralized, intuitive digital solution |
| **That** | streamlines all aspects of rental management - from property listings and lease agreements to maintenance requests and tenant communication | | |
| **Unlike** | current disparate and inefficient systems | | |
| **Our Product** | offers a unified, user-friendly experience, enhancing operational efficiency, tenant satisfaction, and attracting potential tenants, thereby fostering business scalability. | | |