

FASHION RENTAL SERVICE

Team Project:

Lê Hoàng An - SE161765 (Leader)

Nguyễn Hồng Ngọc - SE160303

Nguyễn Trọng Nghĩa - SE161777

Nguyễn Phạm Quốc Thắng - SE161786

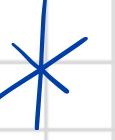
Võ Đăng Khoa - SE150356

Nguyễn Vũ Hoài Khoa - SA140201

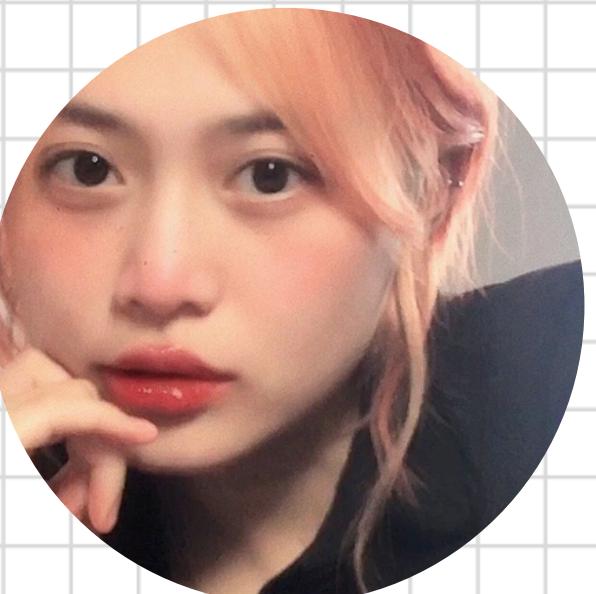
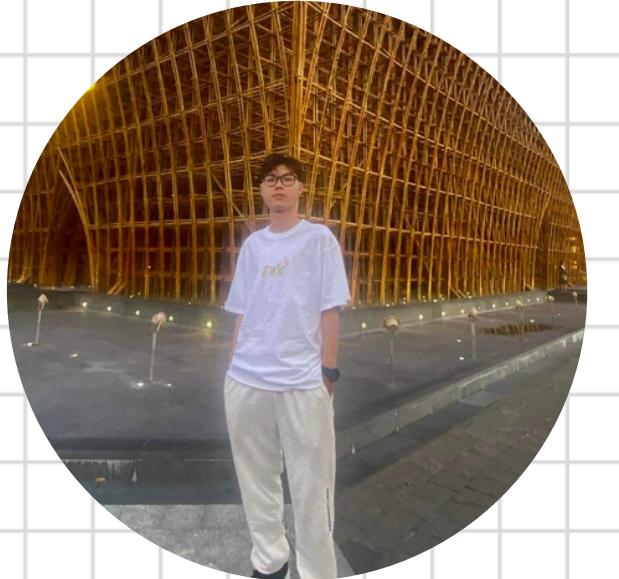
PASSED



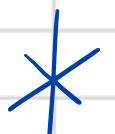
Lê Hoàng An - CEO



Nguyễn Phạm Quốc
Thắng - Director of
Human Resources



Nguyễn Hồng Ngọc
-Finance Director



Nguyễn Vũ Hoài Khoa-
Communications Director



Nguyễn Trọng Nghĩa -
Technical Director



Võ Đăng Khoa -
Sales Director

TABLE OF CONTENTS *

- | | | | |
|-----------|--|------------|---|
| 1. | Pain-point | 7. | B2C Model |
| 2. | How is the current market for this industry? | 8. | Third-party Dependencies of the Website |
| 3. | Accessible object | 9. | Revenue Streams for This Project? |
| 4. | Websites that have covered this topic | 10. | Key Milestones for Timely Project Completion? |
| 5. | Pros and Cons | 11. | Technology |
| 6. | Distinguishing My Website | | |

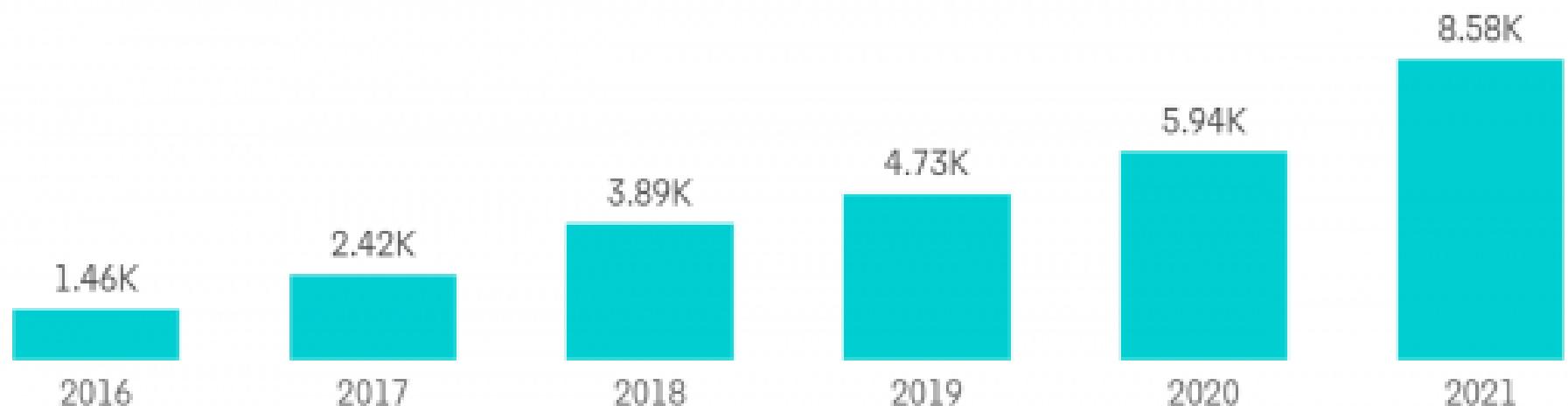


Pain Points

- + Many people want to wear a new outfit every time they attend a party or go on vacation
- + Buying new outfits is often very expensive and most people only want to use them once for a party

HOW IS THE CURRENT MARKET FOR THIS INDUSTRY?

Online Clothing Rental Market: Annual Spending in Top Subscription Apps (in million USD), United States, 2016-2021



Source: TechCrunch

Challenges: Regulation, Awareness, Hygiene

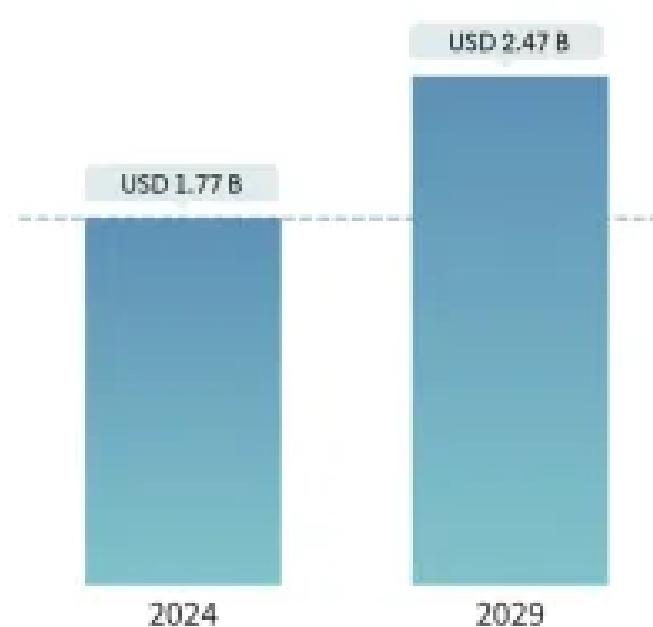
Key Segments: Women (58%), Formal Wear (48%)

Trends: Subscription Models ,Advance Technology

Market Size: \$2.0B (2022), expected \$3.5B by 2028

Growth Drivers: Variety, Urban Living, Eco-awareness

Online Clothing Rental Market
Market Size in USD Billion
CAGR 6.79%



Source : Mordor Intelligence

Study Period	2018 - 2029
Market Size (2024)	USD 1.77 Billion
Market Size (2029)	USD 2.47 Billion
CAGR (2024 - 2029)	6.79 %
Fastest Growing Market	North America
Largest Market	Europe
Major Players	LE TOTE, gwynnibee, nuuly, GLAM CORNER, RENT THE RUNWAY

*Disclaimer: Major Players sorted in no particular order



ACCESSIBLE OBJECT



Individual



Artist



Event



Companies,
organizations

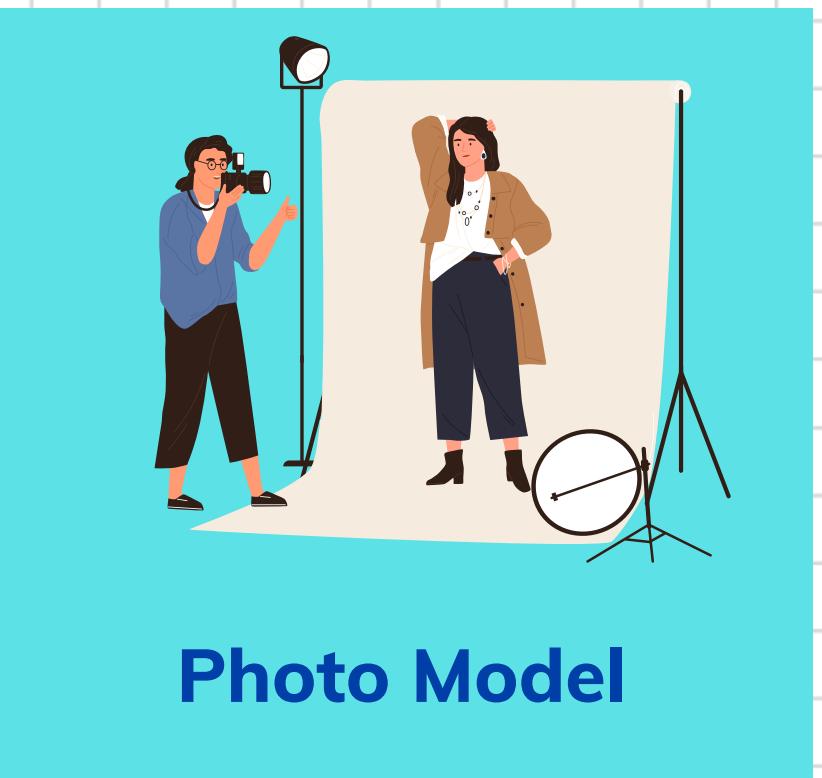


Photo Model



Group of friends,
family

WEBSITES THAT HAVE COVERED THIS TOPIC

Limited Time Offer: Save up to \$75 on subscription plans w/ code 2024STYLE. [Terms Apply.](#)

Up to \$75 Off

Save on Subscription Plans with Code: **2024STYLE**

Save on Subscription
Designer styles on rotation from \$84

Reserve an Event Rental
Elevated formal attire from \$30

I'm renting for:

đồ Trang chủ Dòng sản phẩm Chương trình khuyến mãi Blog Trở thành Chủ Tiệm Thuê Đồ Ngay

Thêm bạn
Thêm vui
Thêm ưu đãi

+10k +10k +30k

HOW IT WORKS

Step 1 RENT what you want
Enter your event date, select pieces and checkout.

Step 2 RECEIVE your jewelry
Jewelry will arrive via UPS 2 days before your event.

Step 3 LOOK FABULOUS
Take lots of pictures. And be prepared for lots of compliments.

Step 4 RETURN to UPS Store
Simply return the jewelry in prepaid envelope to UPS store.

Renting Diamond Jewelry - Smart and Gorgeous

Whether you're looking to rent bridal jewelry for your wedding or add a little sparkle for your night out, Adorn has what you're looking for. From the simple elegance of diamond studs to fabulous canary diamonds- renting diamond jewelry couldn't be easier. With Adorn, you can be smart and gorgeous.

FAQS

- Why rent?
- Is it real?
- Is it insured?
- Is it only for Weddings?

QUICK LINKS

- Talk to us!
- Meet our clients!
- Read about us!
- Adorn as seen on TV!

SHOP FOR JEWELRY NAVIGATE OUR SITE CONNECT FROM THE BLOG

Necklaces Adorn Videos About Email List
Earrings FAQs News Facebook
Bracelets Testimonials Affiliate Program Twitter
How It Works Legal

1.800.399.7401 Style Consultation Appointments

Min.de Min rents Designer Clothing Trang Chủ Lọc Sản Phẩm Thương Hiệu Loại Trang Phục Hàng Thanh Lý Phụ Kiện Giới Thiệu Liên Hệ

HƠN 500 MẪU TRANG SỨC ĐỒ LÓT, GIÀY

Min.de - Cho thuê trang phục thiết kế chính hãng, thời trang cao cấp

Xem Sản Phẩm Tại Đây

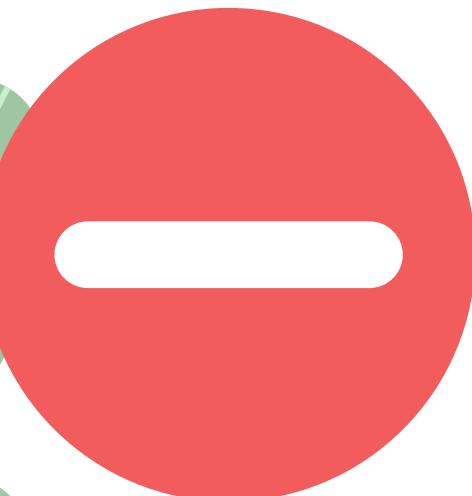
HƠN 3000 MÃ ĐẦM

Pros

- There are a variety of designs with famous brands
- Have a clear rental and return policy

Cons

- Most rental items are aimed at female renters
- Lack of professional personnel





COMPETITIVE ADVANTAGE

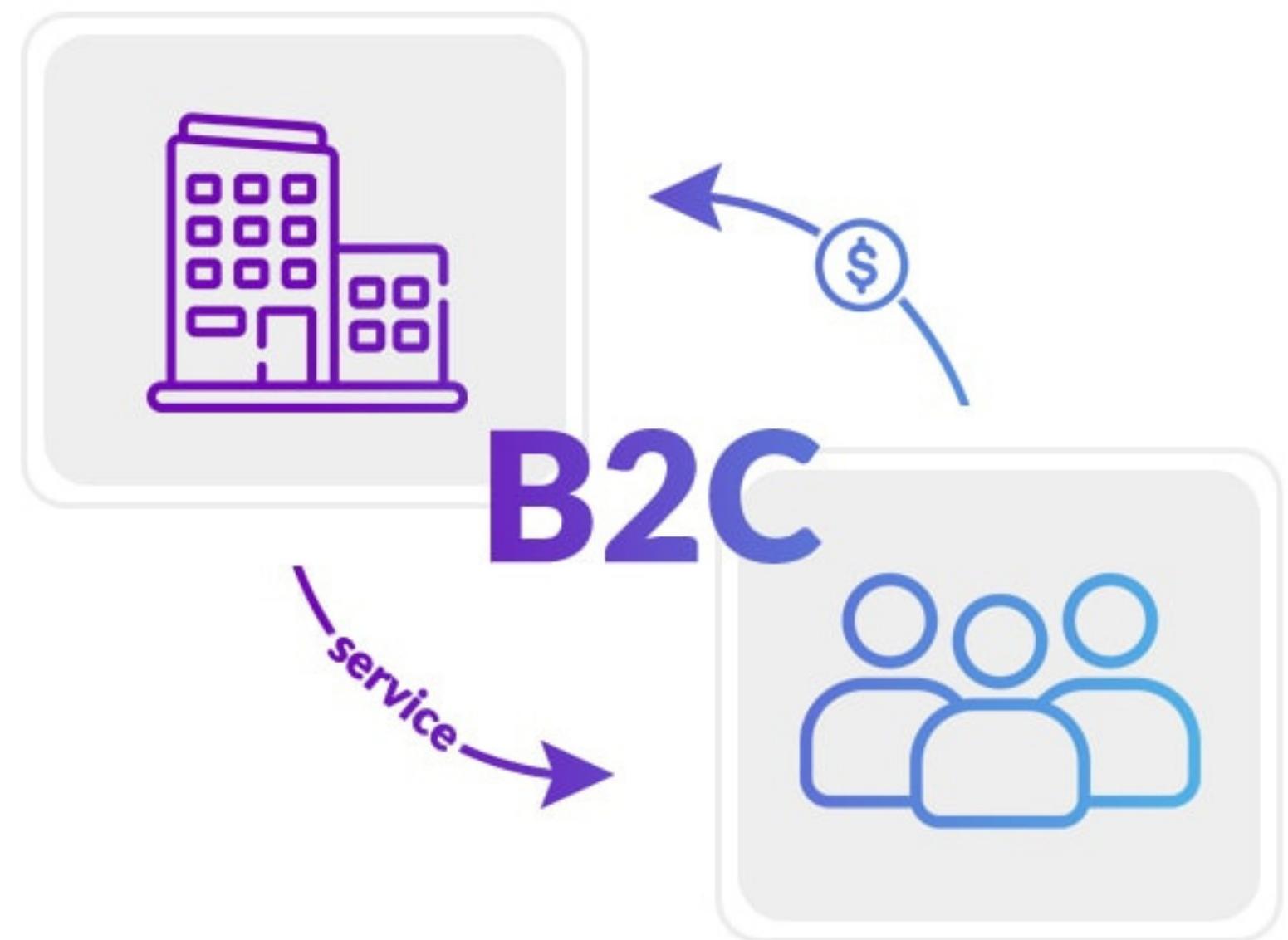


- Cheaper price
- Detailed advice
- Variety of designs
- Focus on service quality

B2C MODEL

Reasons to choose the B2C model

- Access to a large number of customers
- Increase interaction with customers
- Increase competition in the market



THIRD-PARTY DEPENDENCIES OF THE WEBSITE

Online payment

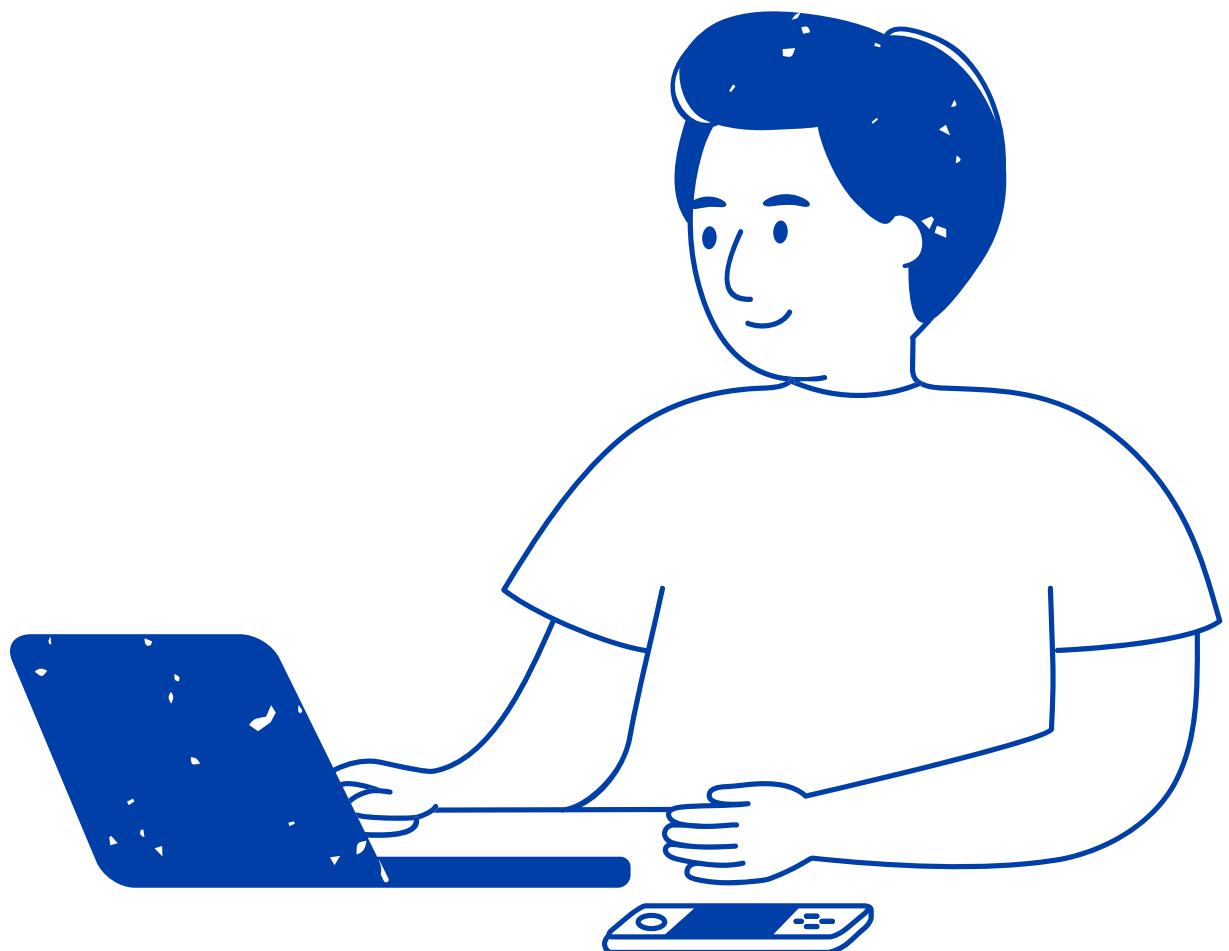
- Momo, Paypal,etc.....

Map

- Google map help us provide location detail and specific direction

Social media

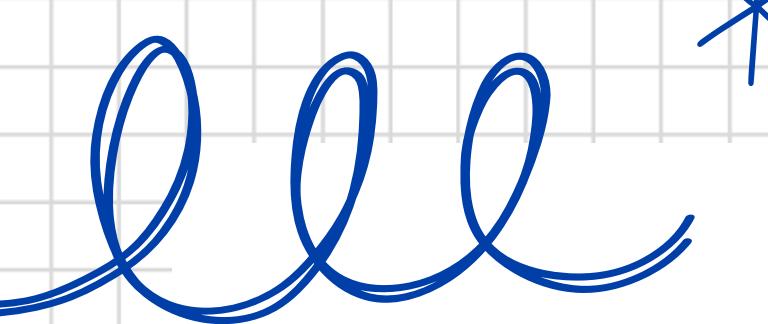
- Facebook, Instagram and Tiktok



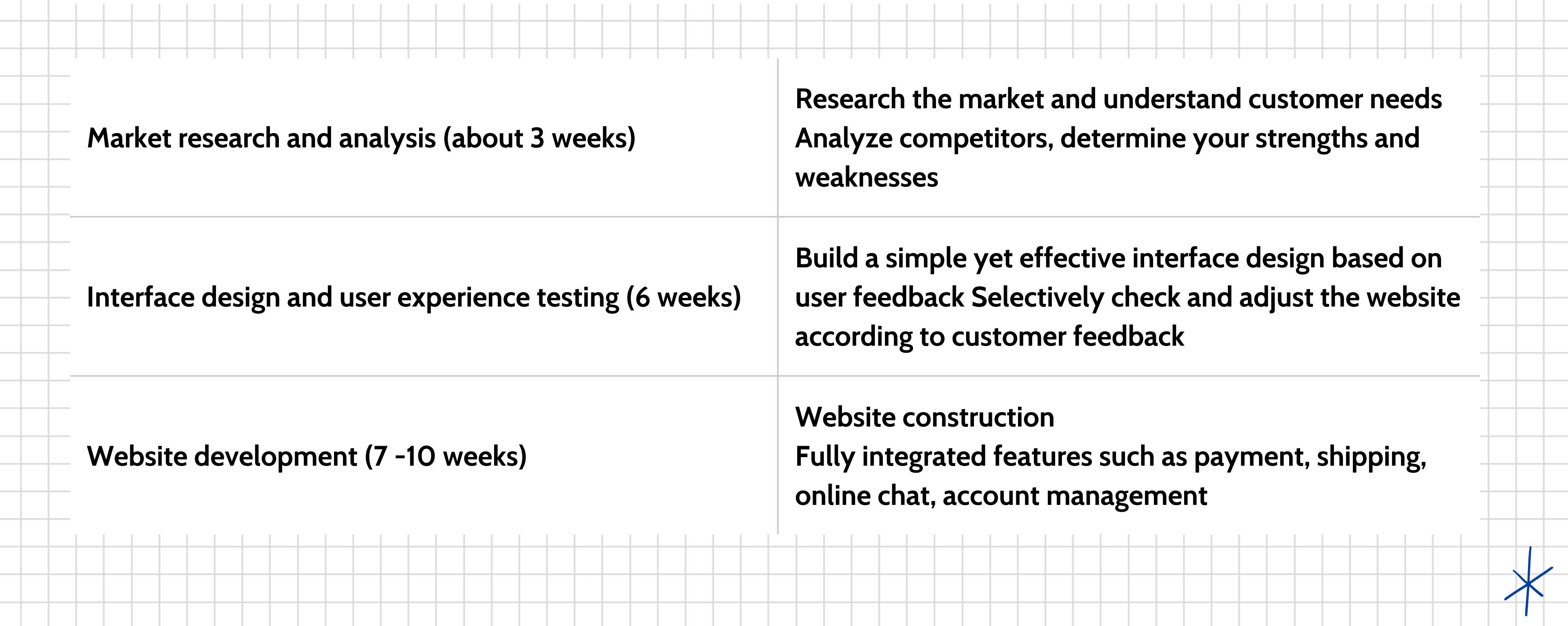
REVENUE STREAMS FOR THIS PROJECT?

- Rental Fees
- Delivery service
- Consulting and Design Services
- Sales of Accessories and Related Services:
- Cooperation and Advertising Partners
- Promotional Card Program and Rewards Points





TIMELINES



Market research and analysis (about 3 weeks)

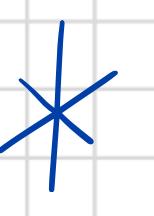
**Research the market and understand customer needs
Analyze competitors, determine your strengths and
weaknesses**

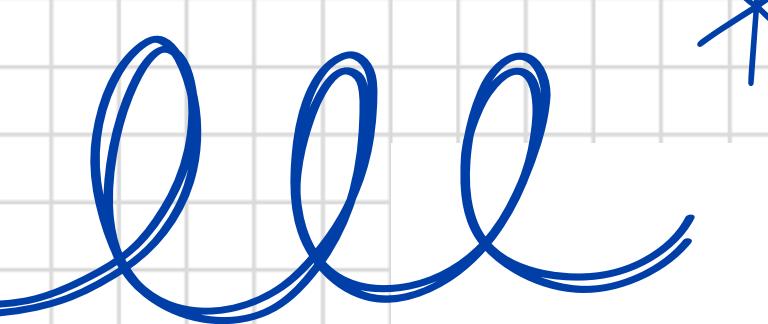
Interface design and user experience testing (6 weeks)

**Build a simple yet effective interface design based on
user feedback Selectively check and adjust the website
according to customer feedback**

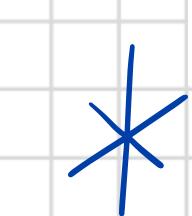
Website development (7 -10 weeks)

**Website construction
Fully integrated features such as payment, shipping,
online chat, account management**





TIMELINES



Recheck and fix errors (5-6 weeks)

Check the quality to see if there is any lag and the customer's account security

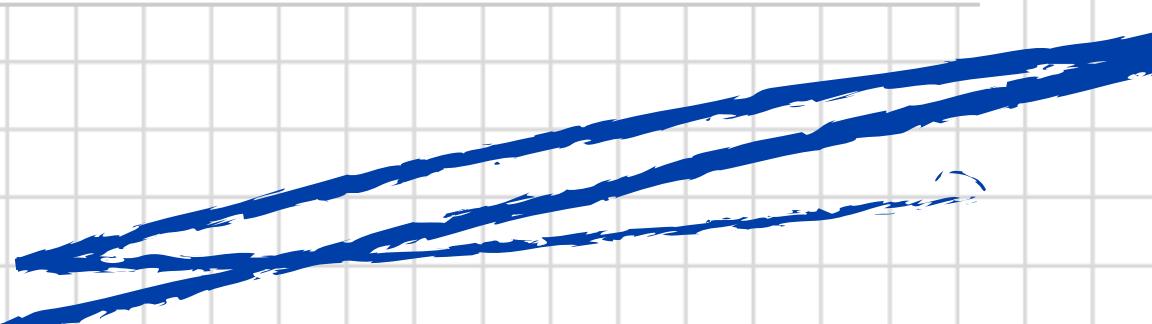
Check compatibility from different browsers and devices

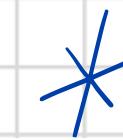
Fix errors and adjust according to customer feedback

Website promotion (4 weeks)

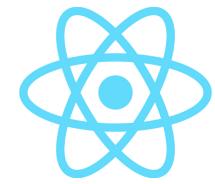
Develop different promotional strategies both online and offline

Build promotional campaigns such as 50% sale in the first days,...





TECHNOLOGY



ReactJS



TailwindCSS



Ant Design



Redux



Material Icons

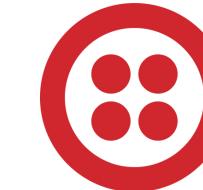


.NET Core



mongoDB

MongoDB



Twilio



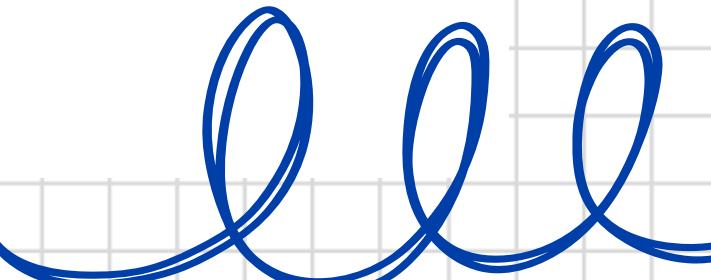
Azure



Firebase



CONTRIBUTION RATE



Lê Hoàng An - SE161765 (Leader)	23%
Nguyễn Hồng Ngọc - SE160303	20%
Nguyễn Trọng Nghĩa - SE161777	19%
Nguyễn Phạm Quốc Thắng - SE161786	12%
Võ Đăng Khoa - SE150356	11%
Nguyễn Vũ Hoài Khoa - SA140201	15%



Thank
You!

