

# POSH PARCEL



The Luxury You Want Is Now Accessible

DSO 556

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## EXECUTIVE SUMMARY

**POSH PARCEL**, owners of high-end clothing or accessories can rent out their items, providing budget-friendly option for individuals seeking the luxury experience. It's about practicality: those with exquisite wardrobes can monetize their investments, while others gain access without the financial burden of ownership.

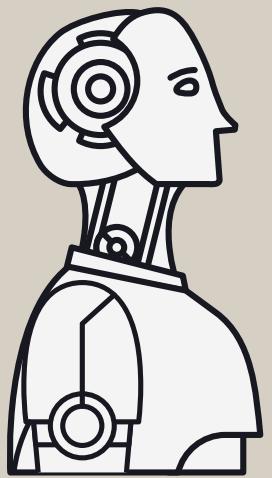
The platform's strength lies in its technology and supply chain that streamlines the authentication of products and ensures delivery is right on time. Our revenue comes from a simple yet effective model—rental and subscription fees that benefit both the lenders and the borrowers.

Furthermore, **POSH PARCEL** also supports the idea of collaborative consumption. This approach not only extends the life cycle of luxury items but also introduces an eco-conscious element to the world of high fashion. In addition to that, it also enables people to be exposed to wider variety of clothes while maintaining a lower consumption rate. With **POSH PARCEL**, luxury becomes inclusive, accessible, and part of a movement towards more responsible fashion choices.

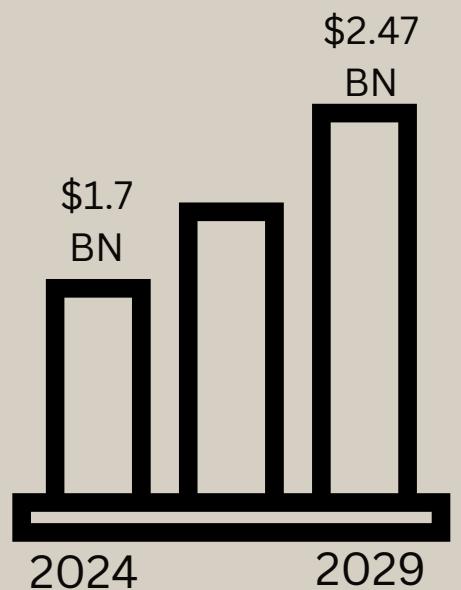
# Why Now?



GROWING  
AWARENESS  
OF  
SUSTAINABLE  
FASHION



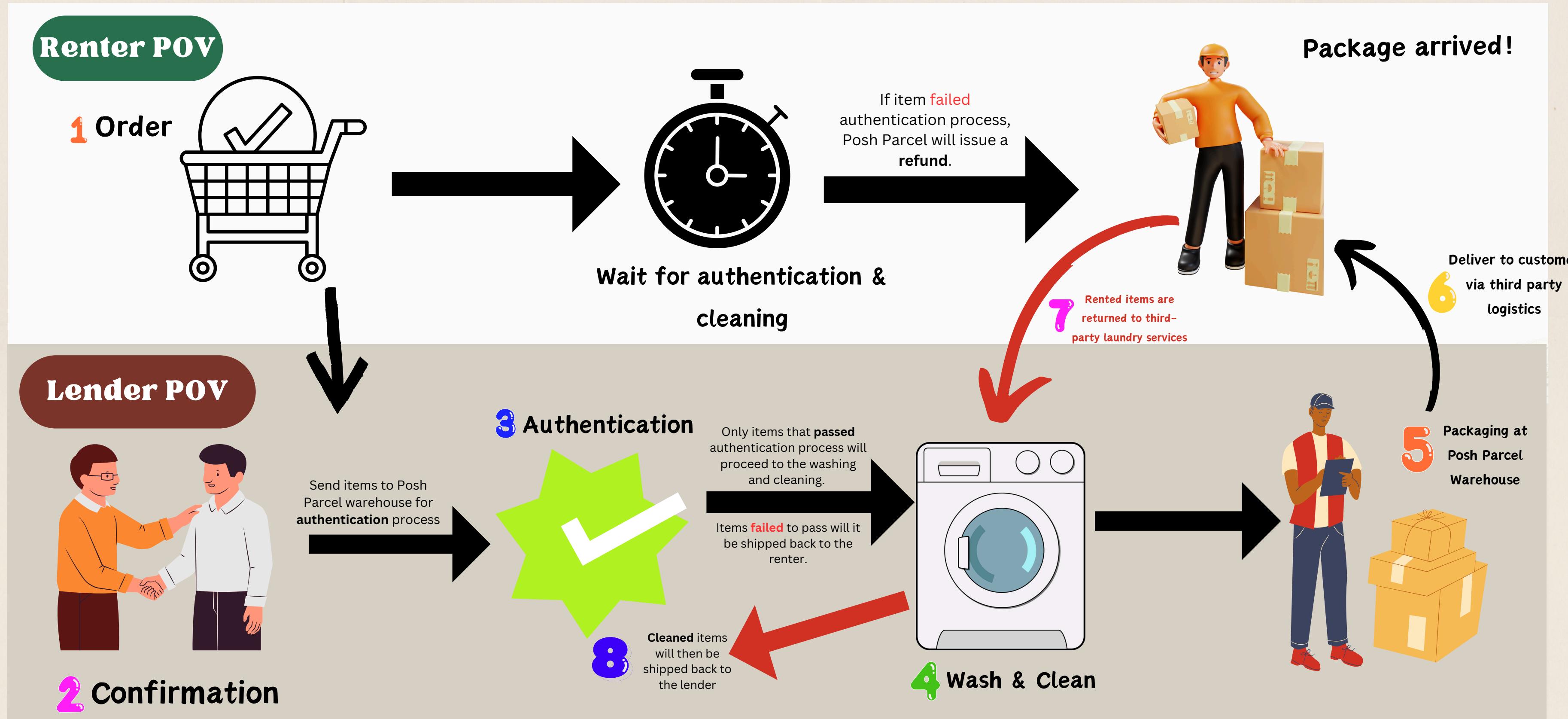
TECHNOLOGICAL  
ADVANCEMENT  
MAKES  
TECHNOLOGICAL  
INTERGRATION  
EASIER



INCREASING  
MARKET SIZE  
IN THE  
COMING  
YEARS



# Posh Parcel Business Flow





# Posh Parcel Stakeholders

## Posh Parcel Platform Team

The mediator and facilitator, providing the **digital infrastructure for rentals.**

They ensure secure transactions, quality control, and customer service.

## Laundry Services

Professional services tasked with the **cleaning, maintenance, and quality assurance** of luxury items before and after rentals. They ensure each item meets the platform's standards.

## Renters

Consumers looking for luxury fashion items to rent for a specific period. They **build the demand of the platform**, seeking access to high-end fashion without having to pay the full price.

## Logistics & Delivery Partners

Companies that specialize in **handling and transportation of luxury items** between lenders and renters. They play a crucial role in delivering and returning items on time and in excellent condition.

## Lenders

Individuals who **own luxury fashion items and rent them** out through the POSH PARCEL platform. They are key to the platform's inventory, providing the actual products.

## Authenticator Agent

Experts that authenticate luxury items to **ensure their authenticity and condition.** This crucial to Posh Parcel's operation as it builds trust with renters of the platform by guaranteeing that renters receive genuine and quality products.



# Value Proposition

For Renters: access to high-end designer fashion **without the high price tag**, a wide variety of **curated styles**, and **easy renting** with delivery and return logistics handled by the platform

For Lenders: **Monetization** of wardrobe, ensures **security and safety** of lent items through a comprehensive quality check and a reliable user vetting process.

For App Developers: Gain valuable experience and opportunities by being a part of innovative projects in the luxury fashion tech world. This involvement helps them grow professionally and push forward **breakthroughs in tech and fashion**.

# Interface

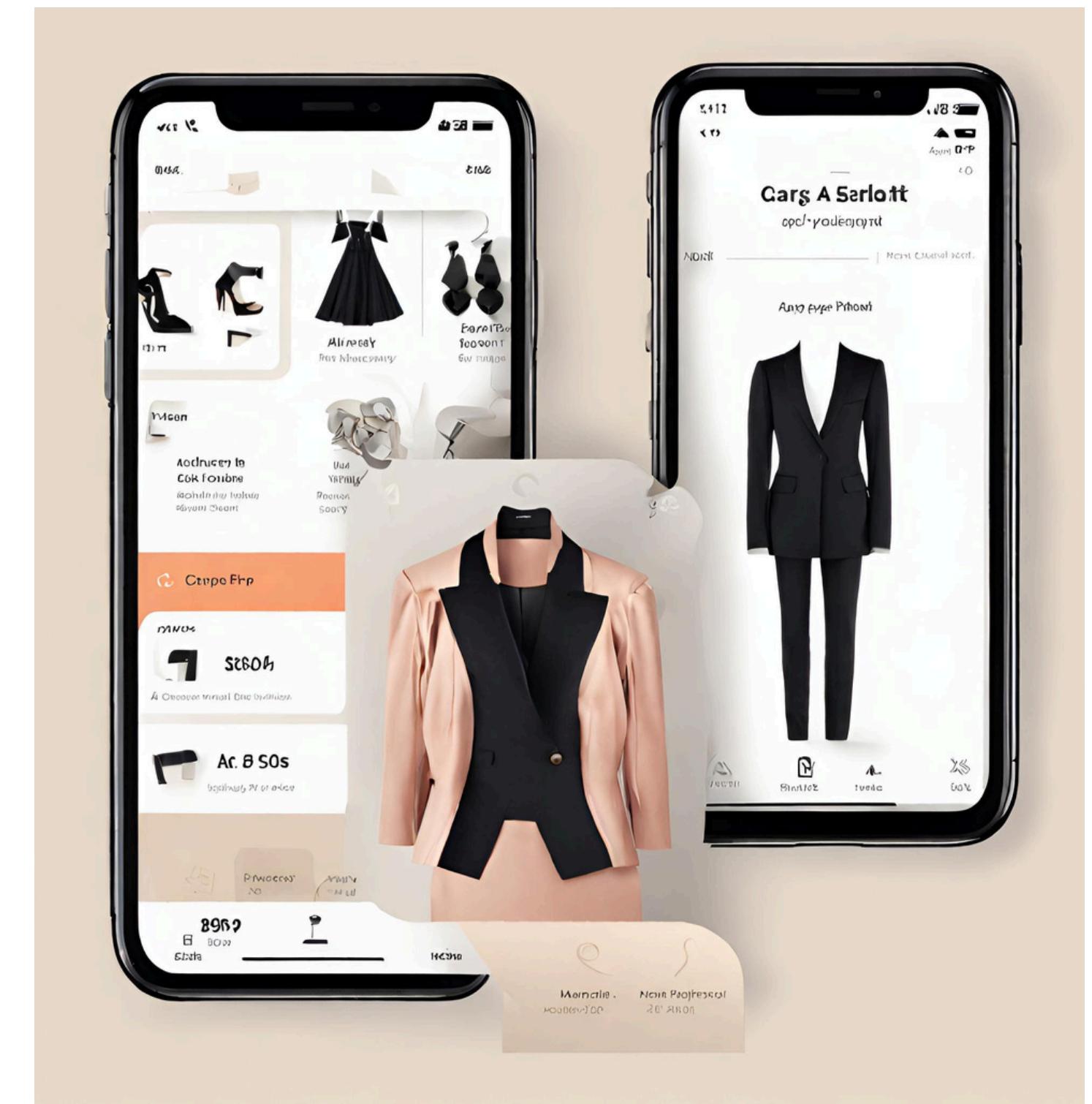
## Access Availability

Posh Parcel can be accessed through:

- Online Website ([www.poshparcel.com](http://www.poshparcel.com))
- Smartphone application (Posh Parcel)
  - for both iOS and Android operating systems

## Key Characteristics

Posh Parcel's digital interface offers intuitive navigation for effortless browsing of luxury fashion items. With streamlined search and filtering options, detailed product pages, and a seamless checkout process, users can quickly find and rent their desired items. Posh Parcel also offers efficient item categorization for enhanced styling and online shopping experience. Personalized accounts and proactive notifications enhance the user experience, while accessibility features and global localization ensure inclusivity. Overall, Posh Parcel provides a user-friendly platform that prioritizes convenience, engagement, and satisfaction.



# Service Platform



## Review System & Account Management

- Implement an effective review system where customers can share their experiences and provide feedback on rented luxury items.
- Enable customers to create personalized profiles to track orders, manage preferences, and access account information seamlessly.
- Accessible through both the Posh Parcel website and mobile application for convenient account management on-the-go.

## Comparison & Recommendation System

- Integrated pricing data and key characteristics across luxury fashion brands for convenient product comparison.
- Utilize browsing history, purchasing behavior, and third-party social media data to generate personalized styling recommendations for customers, enhancing the rental experience.

## Inventory Management & Quality Assurance

- Maintain a comprehensive inventory management system to ensure availability and accuracy of luxury fashion items for rent.
- Implement rigorous quality assurance measures to guarantee the authenticity and condition of all rented items.
- Regularly update inventory to reflect current trends and customer preferences.

# Organizing Model



## Processes

In **inventory management**, we focus on efficient inventory acquisition, digital cataloging, and categorization of luxury items, supported by regular audits. **Logistics and fulfillment** operations include optimized warehousing, eco-friendly packaging and shipping, and live tracking systems. **Quality assurance** is prioritized, with multi-point inspection processes ensuring authenticity and cleanliness, which is supported by professional cleaning and repair services and a feedback loop for continuous improvement.

Posh Parcel integrates the following technologies:

- Barcoding and RFID technology
- 24/7 multichannel customer support (AI chatbot)
- Data analytics (demand forecasting and trend prediction)

## Partnerships

To acquire inventory, Posh Parcel partners with various fashion brands and luxury consignment stores. Posh Parcel aims to partner with sustainable luxury fashion brands to further raise awareness in sustainability and promote a circular economy.

Posh Parcel also partners with third parties for professional cleaning and restoration services as well as shipping.

# Revenue Model



Our pricing strategy integrates tiered subscription plans, rental fees, additional services, and brand partnerships.

Subscription tiers cater to diverse customer preferences, offering varying access levels and benefits. These subscriptions would generate highly recurring revenues.

- Basic (\$99/mo): general access
- Premium (\$129/mo): access to the most popular styles and limited styling services
- VIP (\$149/mo): early access to the most popular styles, latest trends, styling services, and expedited shipping

Rental fees are based on item value, duration, and demand, ensuring equitable pricing. Our rental fees are structured to encourage more wears per delivery - lower incremental fees for longer duration as we keep sustainability in mind. Additional services such as styling consultations, express shipping, and insurance provide further customization options for customers.

In our revenue projections, we anticipate robust growth in subscription revenue, driven by targeted customer acquisition and retention strategies. Rental revenue projections consider average transaction values and seasonal demand trends, providing a foundation for sustainable income. Revenue from additional services presents opportunities for incremental growth, with upselling and cross-selling initiatives enhancing overall revenue streams. Brand partnerships further contribute to revenue, with collaborations providing mutual benefits and expanding our market reach.

# Posh Parcel

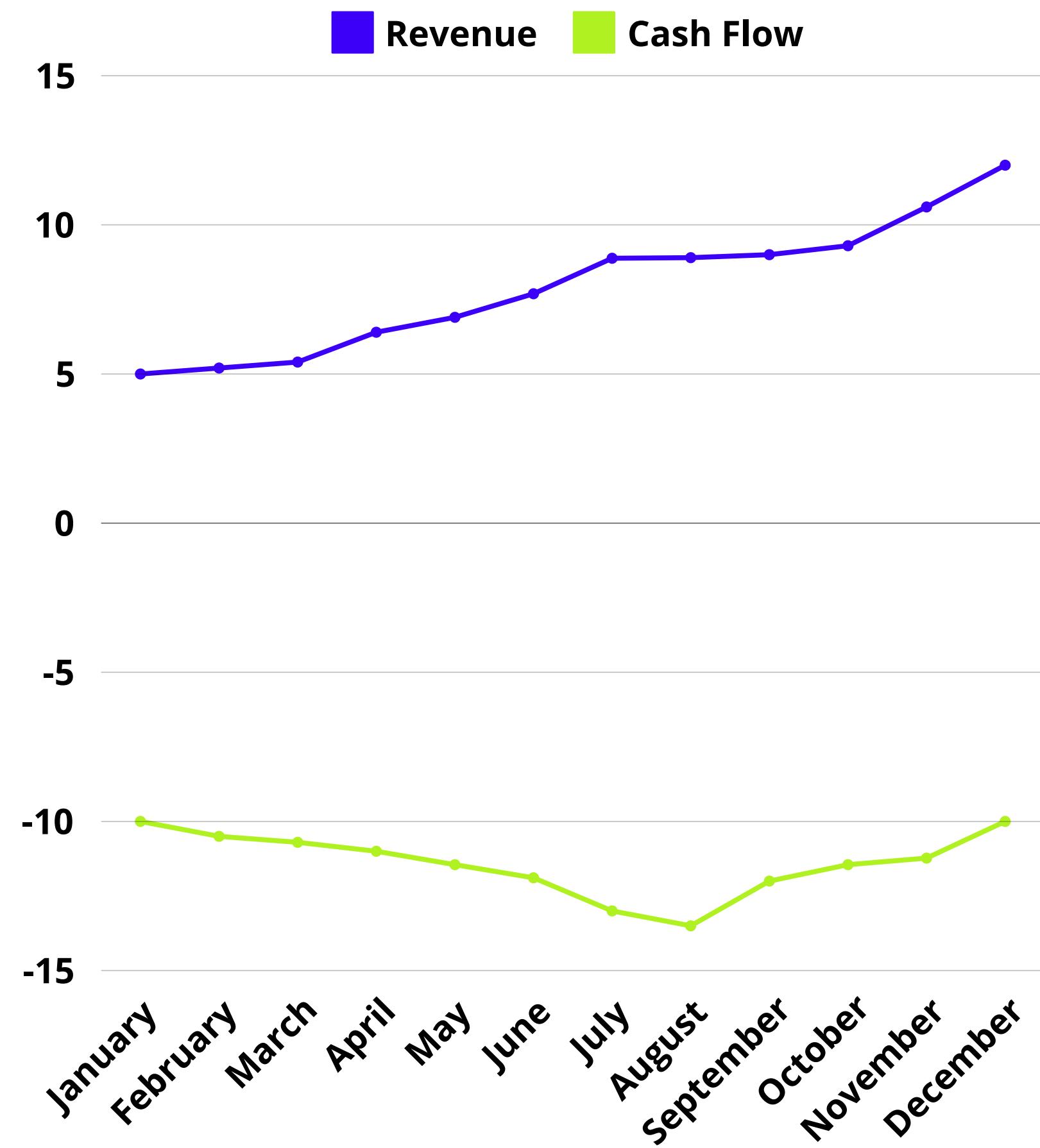
## SWOT Analysis

Strengths	S W	Weaknesses
<ul style="list-style-type: none"><li>Posh Parcel offers high-end fashion rental services, providing customers with access to luxury items at a fraction of the cost of purchasing.</li><li>Utilization of AI for fitting recommendations and blockchain for authenticity verification adds value and trust to the rental process.</li></ul>		<ul style="list-style-type: none"><li>As a relatively new entrant, Posh Parcel may face challenges in building brand awareness and competing with established players in the market.</li><li>Success heavily relies on accurately predicting and adapting to changing fashion trends and customer preferences.</li></ul>
Opportunities	O T	Threats
<ul style="list-style-type: none"><li>Increasing consumer interest in sustainable fashion and the sharing economy presents opportunities for Posh Parcel to capitalize on the rising demand for high-end fashion rental services.</li><li>Forming strategic partnerships with fashion brands, influencers, and event planners can enhance brand visibility and attract new customers.</li></ul>		<ul style="list-style-type: none"><li>Economic downturns or fluctuations in consumer spending habits could impact the demand for luxury fashion rentals.</li><li>Reliance on technology for operations and customer interactions exposes Posh Parcel to potential cybersecurity threats and technical disruptions.</li></ul>

# FINANCIAL PROJECTION

Revenue is expected to **increase** in the first year with new users signing up to the platform and an increasing market size

Cash flow is going to **decrease** with the amount of technological and other investments to scale up the platform in the first half of the year



# MARKETING AND LAUNCH STRATEGY

## Step 1 – Seed

Drop subtle hints in advance to get the audience excited and curious

Focus on Luxury and Sustainability

## Step 2 - Tease

Communicate that something is coming and build anticipation on social media

Focus on omnichannel marketing strategies - email marketing, paid ads, etc.

**LAUNCH POSH PARCEL**

## Step 3 – Promote

First month discounted subscription fee

7 - Day Promotion

+ send daily emails that redirect to the platform

+ post at least twice a day on various social media platforms promoting the offer  
with user-generated content and videos

+ run paid ads that promote the offer

## Step 4 – Step Up Customer Support

Answer every question about the platform as soon as possible

Address any issues

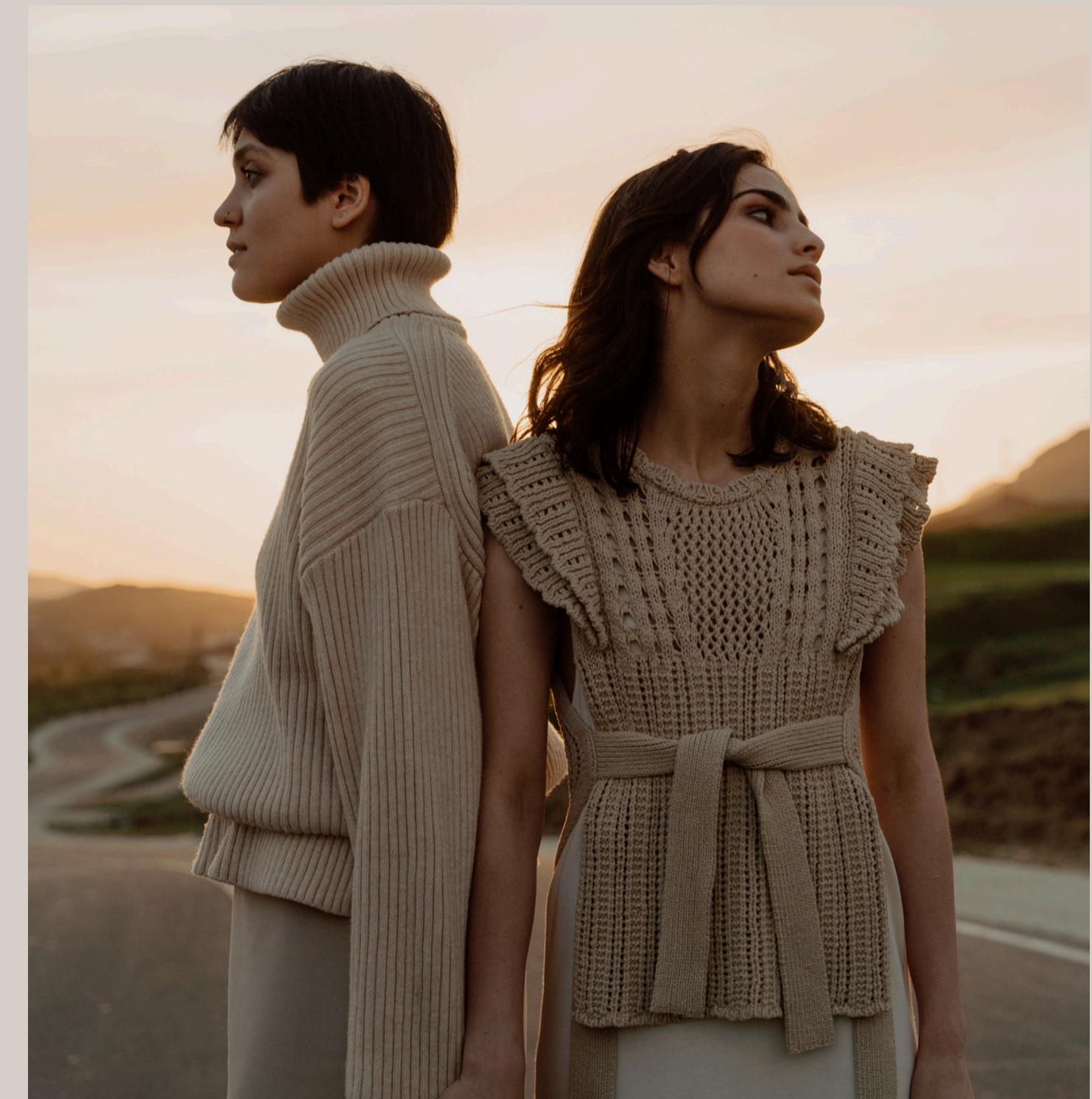


# RISKS & CHALLENGES

Competitive Landscape	Inventory Management	Market Demand Fluctuations	Financial Sustainability	Logistics and Fulfillment
<p>Intense competition from existing and emerging players in the luxury fashion rental market, such as Nuuly (under Urban Outfitters) and RentTheRunway.</p> <p><b>Mitigation:</b> Differentiate through unique value propositions, such as personalized styling services, exclusive partnerships with luxury brands, and exceptional customer service.</p>	<p>Difficulties in acquiring and managing inventory, including availability, quality assurance, and handling of returns.</p> <p><b>Mitigation:</b> Implement robust inventory management systems, establish partnerships with reliable suppliers, conduct regular audits, and offer incentives (such as store credit) for timely returns.</p>	<p>Shifts in consumer preferences or economic downturns may impact demand for luxury fashion rentals</p> <p><b>Mitigation:</b> Anticipate trends with continuous market research, appeal to a broad customer base by diversifying inventory as needed, and implement flexible pricing strategies as demands change.</p>	<p>Potential cash flow and profitability concerns, or unsustainable cost structures, may threaten the viability of the business. Managing large inventories of clothing designer items can incur high operational costs. Quality assurance and logistics can be costly.</p> <p><b>Mitigation:</b> Improve the technology and infrastructure to support its rental model. Maintaining inventories based on market demands to optimize profitability. E.g., Lower-priced items can be rented out less frequently to break even. This ensures that the revenue generated from each rental sufficiently covers the cost of the item over its lifecycle.</p>	<p>Logistics and fulfillment issues, such as shipping delays, inventory inaccuracies, or items damaged in transit.</p> <p><b>Mitigation:</b> Partner with reliable logistics providers, track items real-time, and communicate shipment status and potential delays to customers. Additionally, use RFID tracking for high-value items as it can be used to authenticate and track items during shipping, and weigh items before and after shipping for quality assurance and fulfillment accuracy.</p>

# SUSTAINABILITY AND SOCIAL IMPACT

- Posh Parcel extends the lifespan of luxury fashion items through its rental model, contributing to the circular economy and reducing environmental waste.
- Divert fashion items from landfills via resale, donation, or recycling.
- We prioritize ethical sourcing and production practices, collaborating with brands committed to fair labor and environmental standards.
- Our initiatives include donating a portion of profits to environmental causes and supporting community-based projects to make a positive social impact.
- By offering educational campaigns and partnerships, we raise awareness about sustainable fashion practices and empower customers to make eco-conscious choices.
- Through quality assurance and maintenance measures, we ensure that items are kept in excellent condition, maximizing their lifecycle and minimizing waste.



# MOVING FORWARD

## SHORT-TERM

- Continue growing partnerships with luxury fashion brands to expand inventory offerings and strengthen Posh Parcel's position in the market.
- Collaborate with third-party developers to enhance platform infrastructure, ensuring seamless user experience and efficient operations.
- Encourage early adopters to join Posh Parcel by offering exclusive discounts and referral incentives, leveraging existing customer networks.
- Maintain exceptional customer service on Posh Parcel platform, providing personalized assistance and engagement to enhance user satisfaction.

## LONG-TERM

- Partner with influential figures in the fashion industry to promote Posh Parcel's offerings and attract a wider audience to the platform.
- Develop strategic monetization strategies for Posh Parcel platform, once a sizable user base is established, to drive revenue growth.
- Invite local luxury fashion boutiques and designers to join the network, expanding inventory options and offering a comprehensive luxury fashion rental experience.
- Invest in technology infrastructure and innovation to continuously improve the platform's functionality, user experience, and scalability.



Thank you!

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Q & A

Sustainable Luxury Fashion at Your Fingertips

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# Our Team



**STANLEY TOH**  
MSBA



**SHERLEEN LEE**  
MSBA

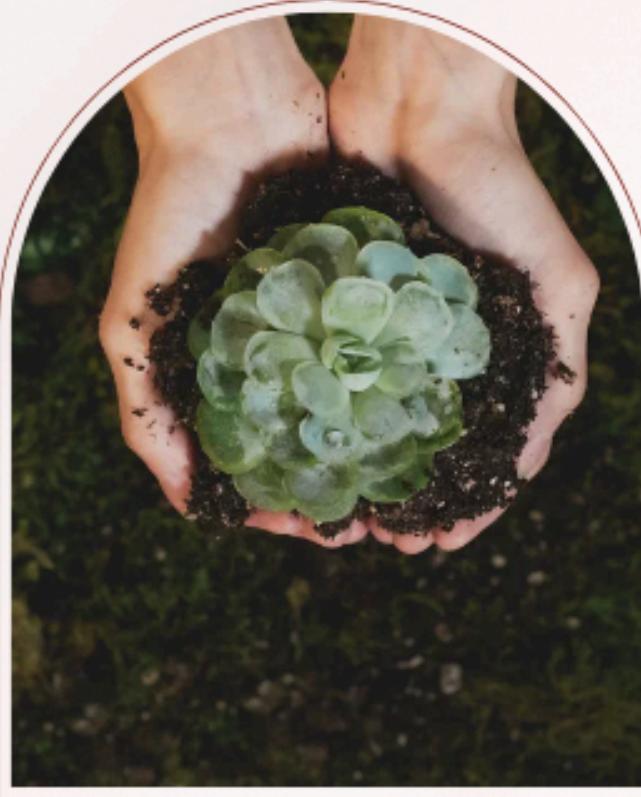


**WILSEN SHAWPINDO**  
MSGSCM

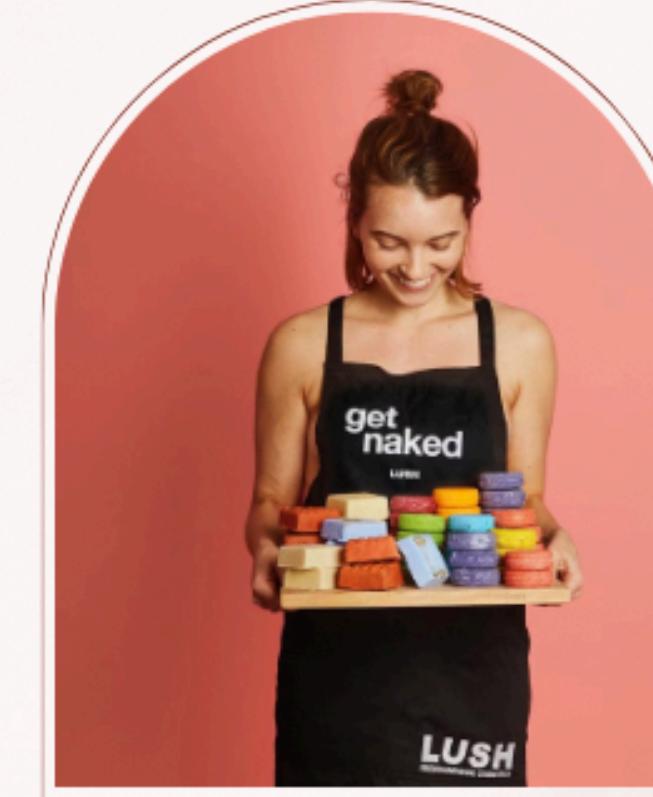
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# Current Sustainability Efforts by Companies



L'Oréal's "Sharing Beauty With All" Program  
Goal: Carbon neutral and sustainable sourcing by 2030



Lush Cosmetic's "Naked" Products  
Goal: Minimize packaging waste & closed loop recycling system



Estée Lauder's Responsible Mica Initiative  
Goal: Eliminate child labor from their Mica supply chain sourcing



The Body Shop's Community Trade program  
Goal: Source directly from small farmers & focuses on fair wages and sustainable practices