

# **BUSINESS PLAN 'Things Rent Site' (including financial model)**

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## **Abstracts**

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The idea of project which is offered as given business plan is a web source which will be designed for rent of different things: starting from household items to notebooks, electrical equipment and vehicles.

According to the researches of experts of the «VTSConsulting» company, the main tendencies of Russian electronic commerce market and characteristic features of this niche are the following factors, which approve expediency and profitability of the project:

Russian electronic commerce market is going through a stage of rapid growth and, according to the company experts estimations, the active growth phase will last during 2014-2017;

main peculiarities of Russian electronic commerce market at the current stage are:

development of online lending;

development of multichanneling and interpenetration of online and offline;

growth of demand for goods in foreign Internet stores;

key hallmark of Russian market is active using of electronic payment systems, first of all remote banking and nonbanking. This differ the Russian market from

foreign analogues favorably, because it creates a large consumer variability;

an important tendency is outstripping growth of Internet-stores on the physical goods market in comparison with MLM- and catalog sales;

the analysis of growth opportunity of electronic commerce market show that extensive development is possible thanks to regions, which demonstrate overtaking development effect. Nonetheless, existing regional disproportions in the electronic commerce market will continue to be.

Adaptation of this business plan is possible for similar project around the world.

## **Business Plan Description**

Project idea: «\*\*\*» – perspective Internet-project in electronic commerce market, which offers to rent things in Moscow and Moscow region.

### **Project products and services:**

On the website «\*\*\*» users will be able to rent:

vehicles (quad bike, segway, electric scooter, snowmobile);

household appliances and electronics (notebook, TV, stereo center, refrigerator, microwave oven, washing and sewing machines, typewriter);

electric tools (drill, hammer drill, chainsaw);

agricultural tools (walk-behind tractor, lawnmower), equipment (welding machine, diesel generator);

clothing and footwear;

furniture and household items;

jewelry and wedding dresses.

Project target audience: target audience is inhabitants of Moscow and Moscow region. During the last years the leading tendency of cash saving has manifested in segment of customers with average income as well as above average income. People begin to save money, renting necessary things, and refuse from planned purchases.

## **Market**

the average annual sales of retail electronic commerce in Russia is about 350 billion RUB;

The most perspective rent categories:

clothing;

household goods;

sports goods.

## **Competitive environment**

The main competitors of «\*\*\*» in rent and hire market are: arendorium.ru, vremenno.com, moscow.naprokat.info, mosarenda.biz, veschichki.su.

## **Project advantages:**

The main competitive advantage of project «\*\*\*» will be the presence of the courier delivery service, which saves the client from necessity of picking up of rented goods.

## **Excerpts from the research:**

The rapid increase in demand on rent of household things (\*\*% ), mobile phones (\*\*% ), cars (\*\*% ) is observed on the market. At the same time the growth in demand on computers and office goods decreased slightly (to \*\*% ).

Clothing (\*\*% ), household appliances (\*\*% ), furniture (\*\*% ) and also leisure goods (\*\*% ) have stable positive sales and Internet-hire dynamics.

**Project payback period: 11 months.**

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