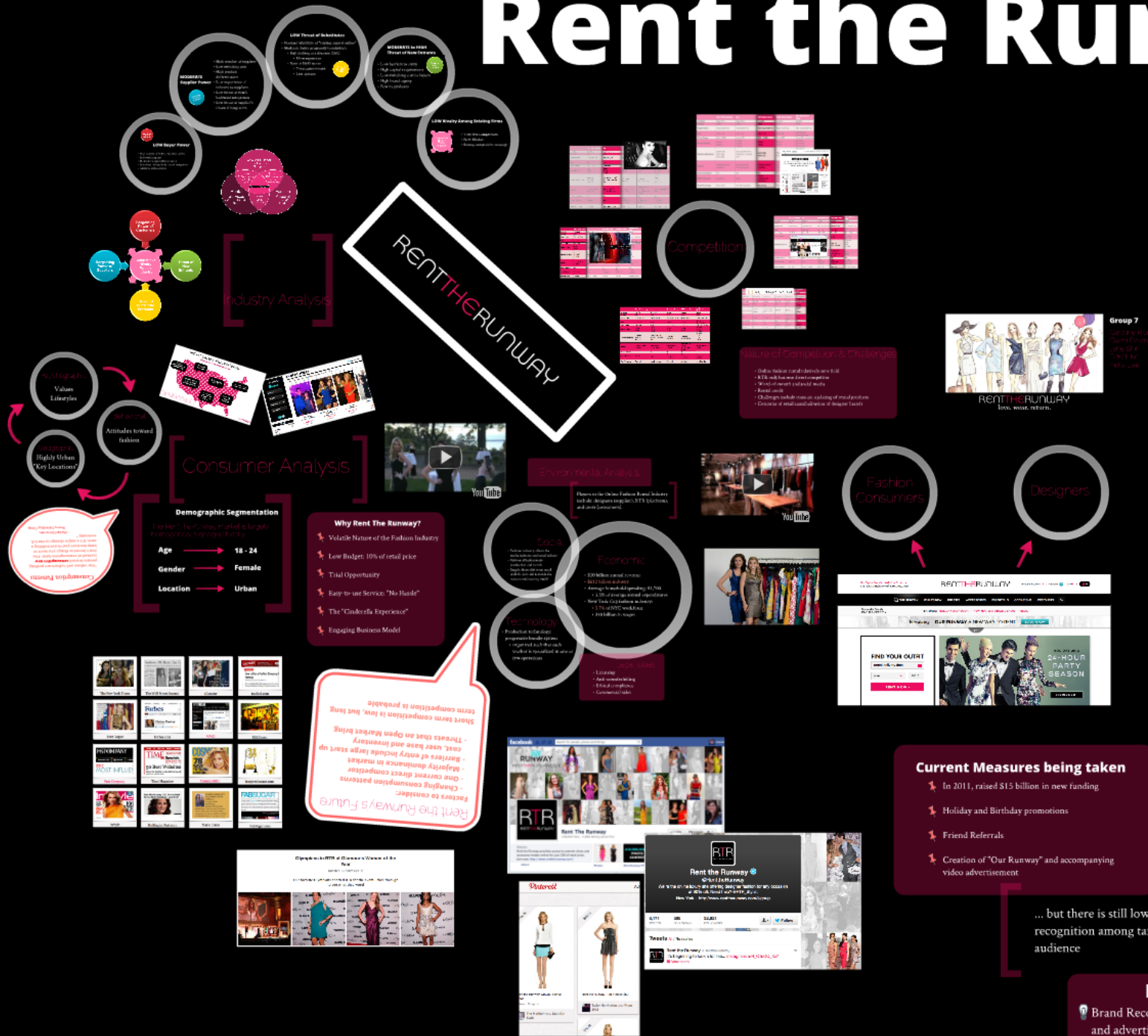


Rent the Runway



Rent the Runway's Future

Factors to consider

- Changing consumption patterns
- Online dominance in market
- Majority of users are female
- Barriers of entry are high and start up cost, user base and franchisee start up
- Threats that an Open Market bring
- Short term competition is low, but long term competition is probable

Current Measures being taken

- ✦ In 2011, raised \$15 billion in new funding
- ✦ Holiday and Birthday promotions
- ✦ Friend Referrals
- ✦ Creation of "Our Runway" and accompanying video advertisement

... but there is still low brand recognition among target audience

Moving Forward

- 📌 Brand Recognition - through marketing and advertising
- 📌 Strengthen and Sustain User Base - through measures such as registration incentives and a loyalty/rewards program



Group 7

Caroline Rice
Gwen Beland
Jane Shin
Derek Ko
Yena Lee

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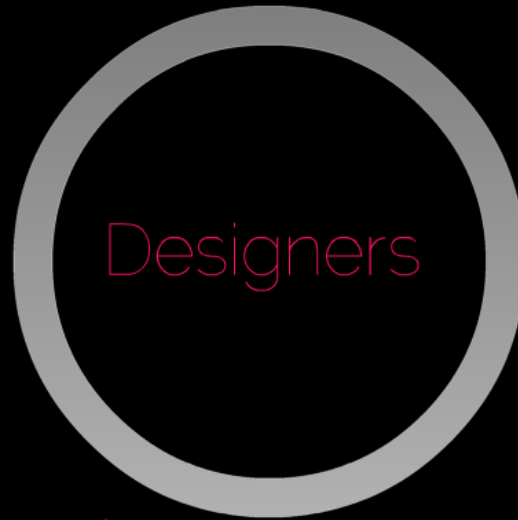
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