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

Rent the Runway (Abridged)

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



RENT**THE**RUNWAY
love. wear. return.

Our Stylist Promise: Risk-Free Rentals ▶
[Chat with a Stylist](#) or call 1.800.509.0842

RENT**THE**RUNWAY

Allison's Account ▼ | Reviews **2** | My ♥ 15  0

 OUR RUNWAY WHAT'S NEW DRESSES ACCESSORIES ESSENTIALS OCCASIONS DESIGNERS 

Share with Friends
GIVE \$20, GET \$20 ▶

FEATURES: [HOLIDAY LOOKBOOK](#) • [NEW YEARS: SPARKLE & SHINE](#) • [BLOG](#)

Introducing

OUR RUNWAY A NEW WAY TO RENT

EXPLORE NOW

open

FIND YOUR OUTFIT

rental delivery date



size



10010

RENT NOW ▶



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Bargaining
Power of
Customers

LOW Buyer Power

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- High number of buyers relative to sellers
- Low switching cost
- Moderate product differentiation
- Low threat of buyer's backward integration
- Ability to write reviews

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MODERATE Supplier Power



- High number of suppliers
- Low switching cost
- High product differentiation
- Low importance of industry to suppliers
- Low threat of firm's backward integration
- Low threat of supplier's forward integration

Th

- No
- M

LOW Threat of Substitutes

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- No exact substitute of "renting apparel online"
- Moderate buyer propensity to substitute
 - Buy clothing at a discount (Gilt)
 - More expensive
 - Rent at B&M stores
 - Time commitment
 - Less options

Threat of
Substitute
Products

m

line"

**MODERATE to HIGH
Threat of New Entrants**

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- Low barriers to entry
- High capital requirement
- Low switching cost to buyers
- High brand equity
- Few incumbents

Threat of
New
Entrants

LOW Rivalry Among Existing Firms





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- Very few competitors
- New Market
- Strong competitive strategy

Current Measures being taken

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-  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 l