

### Rent the Runway (Abridged) The Casesolutions.com



RENTTHERUNWAY love. wear. return.

Our Stylist Promise: Risk-Free Rentals > Chat with a Stylist or call 1.800.509.0842



Allison's Account ▼ | Reviews 2



OUR RUNWAY

WHAT'S NEW

**ACCESSORIES** 

DRESSES

**ESSENTIALS** 

**OCCASIONS** 

DESIGNERS

Q

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

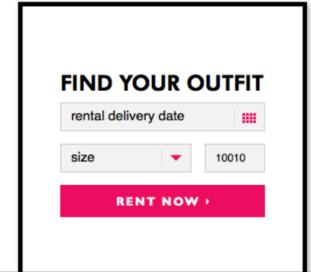
FEATURES: HOLIDAY LOOKBOOK • NEW YEARS: SPARKLE & SHINE • BLOG

Introducing

**OUR RUNWAY** A NEW WAY TO RENT

**EXPLORE NOW** 

open





### The Casesolutions.com

LOW Buyer Power
TheCasesolutions.com

- High number of buyers relative to sellers
- Low switching cost

Bargaining Power of Customers

- Moderate product differentiation
- Low threat of buyer's backward integration
- Ability to write reviews

#### The Casesolutions.com

## 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

#### $\Gamma \mathrm{h}$

- No
- N

# LOW Threat of Substitutes TheCasesolutions.com

- 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

oliers

- Time commitment
- Less options

Threat of Substitute Products Th

•

•

•

•

•

#### m

line"

# MODERATE to HIGH Threat of New Entrants TheCasesolutions.com

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

Threat of New Entrants

na cquity imbents

#### **LOW Rivalry Among Existing Firms**

#### The Casesolutions.com



- Very few competitors
- New Market
- Strong competitive strategy

# Current Measures being taken TheCasesolutions.com

- 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