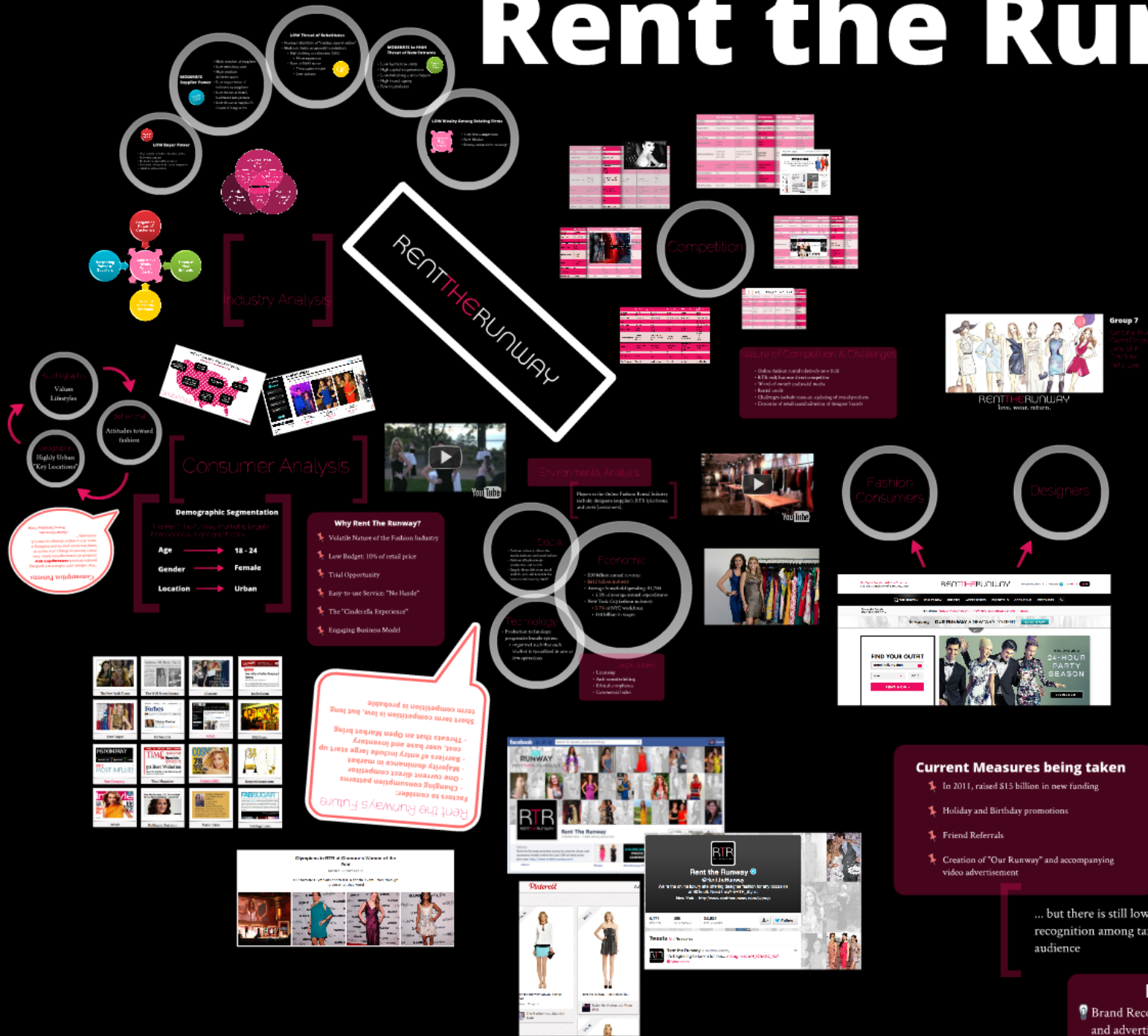


Rent the Runway



Factors to consider
 - Changing consumption patterns
 - Online direct competitors
 - Majority of users are female
 - Barriers of entry are low
 - Cost, user base and frequency start to pile 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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