

Online Rental Management System

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Abstract— The growing popularity of online clothing rentals is fueled by the desire to keep up with the latest trends. Buyers all over the world know the product. Customers now prefer the purchase of online clothing due to easy access and the availability of great options at a low price, due to the increase in internet penetration. This also exacerbates the global demand for online rental clothing. The online clothing rental market is expected to grow due to lifestyle changes and popularity of party dresses, designer dresses, and dinner suits. Future Market Insights (FMI), a ESOMAR-certified market research organization and consulting organization, has released a new study examining key variables that drive the need for online clothing rental. This paper examines the worldwide need for more than 20 clothing brands online in the fastest growing markets.

Therefore, product rental will be considered the most sustainable way to use clothing today, as industries use sustainability as their key business plan to attract more customers. Even according to research, every year, more than 350,000 tons of old clothes are discarded at landfills in the United Kingdom, and about 30% of clothing is not worn at least once a year. Excessive use and indiscriminate disposal of unwanted clothing has become a global problem - and many of these items are discarded without purpose. This, in turn, demonstrates the potential for profit for players in the global clothing rental market, which helps to reduce carbon emissions while also extending the life of clothing. Wearing rented clothing can reduce carbon emissions and other toxic substances, which can benefit the environment and natural resources. Additionally, clothing manufacturers can improve their social performance standards by combining clothing hire in their business with sustainable strategies.

Index Terms: ESOMAR-certified, Sustainable, Indiscriminate, Excessive, Demonstrates.

I.INTRODUCTION

1.1 The need and purpose of the study

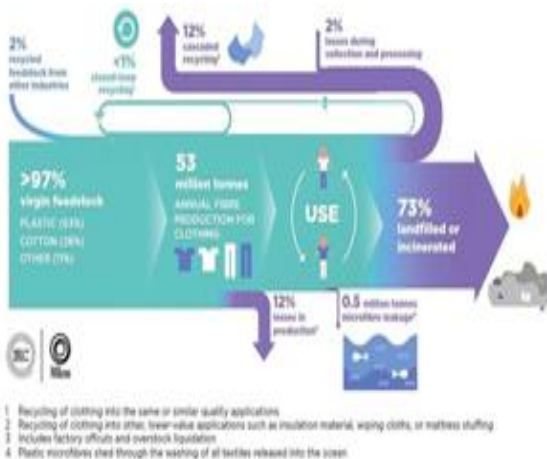
In an industrial society, products are marketed to customers and subsequent services are provided and

the focus community is focused on providing an informed community on long-term relationships with customers through a follow-up service. More and more companies are offering products to build relationships. In other words, we say that company success or failure is less than the quantity of products sold in the market depending on whether you can form a long-term bond with your visa, which is not an exaggeration to say that it is customer awareness. Product purchase ownership. It is changing from use to use of products, with the exception of access to cheaper durable goods, but they are more expensive and technology is rapidly evolving. No need to worry about falling. There is an advantage to being comfortable. Despite rising living standards. The development of a high rental industry depends on the speed at which living standards improve. This is because the rate of growth of the living consumption level is faster than the income given. The global rental goods market compound is expected to grow at an annual growth rate. The CAGR will be 10.76% for 2018-2023 and USD 1.18 billion in 2018 and USD 1.96 billion by 2023.

Dress rents began in England in the 1860s to rationalize dress life and gradually spread around formal dress such as wedding dresses. After World War II, the rental industry grew significantly after a rational and practical consumer life centered in the United States. In particular, in the case of apparel products, from a value marketing point of view indicating the quality of the value, it is concluded that resources are not used economically if the apparel price is high or worn. Less frequently (Brown & Rice, 1998).) In addition, clothes go out of fashion over time after ownership and often get lost in wardrobes. Therefore, the attractiveness and need of renting clothes is very large. In response to this need, in the apparel rental market, a specialized internet site specializing in casual wear rentals appeared, and it

was possible to predict the revival of the apparel rental business.

Besides that, an average consumer throws away 70 pounds (31.75 kilograms) of clothing per year. Globally we produce 13 million tons of textile waste each year 95% of which could be reused or recycled. Different studies give different estimates on the total number of garments produced globally, falling between 80 billion to 150 billion pieces a year, before the corona crisis hit. “The 2020 Preferred Fiber and Materials Market Report reveals that the global fiber production has doubled in the last 20 years, reaching an all-time high of 111 million metric tons in 2019 and pre-COVID-19 results indicated potential growth to 146 million metric tons by 2030”. Not all textile fiber gets used in fashion, but by an estimate at least a third of it does, given the volumes of new garments produced globally.



1.2 Theoretical background

1.2.1 Clothing rental:

Leasing or renting is when a property owner agrees to receive a fee for use for a specified period of time and gives the right and use of the property to others. Typically, rents have a shorter contract period, can be terminated at will, and many can lend automobiles, clothing, and other daily necessities to undocumented individuals. It refers to lending an apartment or house to a specific customer without terminating the contract.

Therefore, when renting home appliances consumers can use the newest machines or equipment without having to invest large sums of money at once and also get tax benefits that are more economical than when they buy and use them. Is. In addition, the

rental industry was concentrated around the United States after World War II, because it was possible to attractively use items that fit one's lifestyle, use the same item under different brands, and when you find it, replace it. Instantly. Tired of it. Well expanded and developed.

Cloth rental is a term used to describe a company that supplies clothing and related products over a period of time and pays utility bills. The clothing rental business in India started with wedding dresses and is gradually expanding its scope. Some of the online clothing rental companies design and rent expensive or single use clothing such as wedding dresses, performance wear, formal wear, party wear and stoneware. In addition, some online clothing rental companies order and coordinate the required clothing online and offline, and deliver the time and space needed to deliver the business to customers. We present a new concept that drives the image. Here, in addition to existing expensive designer brands, they also rent fashion accessories along with bags and accessories. When a customer picks up clothes via the Internet, he must first sign up as a member and pay the annual fee, and at the time of refunding it, he must pay the laundry and shipping charges.

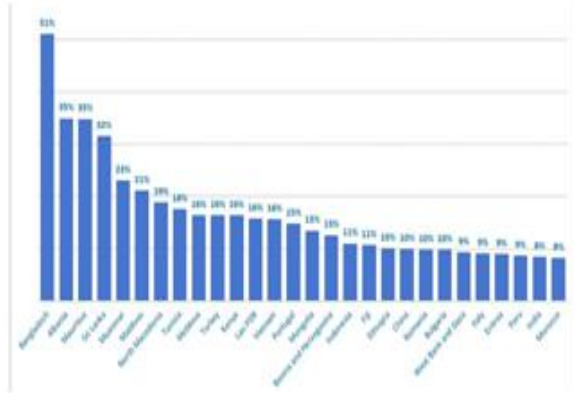
Research subjects and investigation period:

The subjects of the survey were those living in small and medium-sized cities.

This survey was taken among 600 adult males and females over 20 years old, and samples were extracted. The age of the subjects was 33.7% in their 20s, 31.5% in their 30s, and under 40s. Award was 33.1%. Males accounted for 53.7% and females 44.6%. Were evenly sampled. As for the level of education, high school graduation is 15.3%, 62.3% of university graduates, 22.4% of graduates or higher. The educational level was high, and the occupation was student 27.4% and office worker. 54.7% and 17.9% were unemployed, including full-time housewives. Monthly average 61.2% of the respondents answered that the cost of purchasing clothes was less than 83.45 US Dollar. The highest was 83.45-166.90 US Dollar, 21.1%, and 166.90-250 US Dollar 12.8%, 250-350 US Dollar were 3.0%, and 1.8% were 350 US Dollar or more.

In May 2003, 5 graduate students and 30 college students majoring in Foreign Studies. The first survey

was conducted direct. 520 copies were used for data analysis.



1.3 Customer planning based on clothing rental experience

If you look at the frequency of the interviewed personal property experience, one if you have experience in neck rental, 12.5%, 210.6% of those who knew about women, over 1212.4% of cases have experienced neck rent. Consumers in our country are more willing to rent than experience, so the potential report is high. Hire courses based on experience, based on a wealth of knowledge. Less knowledge group, less knowledge group, more knowledge group. It is divided into 3 groups, including groups, and the composition of the staff is the same as the less experienced team having two or more hiring items. The number of staff courses was 36.3%. The most experienced group The Times - 31.7% of subjects experienced 7 times, the most experienced group was 31.9% of subjects experienced 8 times or more.

II. LITERATURE

According to Kim Yong-suk's (2003) study on risk perception following the lease of clothing items, consumers perceived risks such as loss, ownership or compliance with the type, damage to the wearer or clothing, etc. Also, air satisfaction at a clothing retail store is low.

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A total of 51 items were created, including 55 related variables, 20 items for the benefits of pursuing the size of clothing, and 1 item for the purpose of renting clothes. The variables related to clothing rental

information were based on an online service and a free technical response designed for clothing-focused college students and college students. It is divided into three sections, namely, 'official events', 'informal events', and 'fashion trips'. The unofficial event included gymnastics with Jo Yeon-hee, and all the right things were marked. Benefits sought when renting clothes were studied in advance (Ji-Hyeon Kim, Geum-Hee Heung, 2055, Mi-Woo Nam, Gwang-Kang Kim, 2553: So-Hun Ahn et al., Yun-Jeong Cho, 20th) 255% Hwang Jin-suk, 2553) and reported feedback from graduate students and college students in the field of clothing studies were used as the purpose of this study. When renting clothing, both profit-seeking questions and the purpose of the employment were the 5-point Likert type, and the higher the score the higher the profit and pursuit of employment.

Work Attire by Household Income

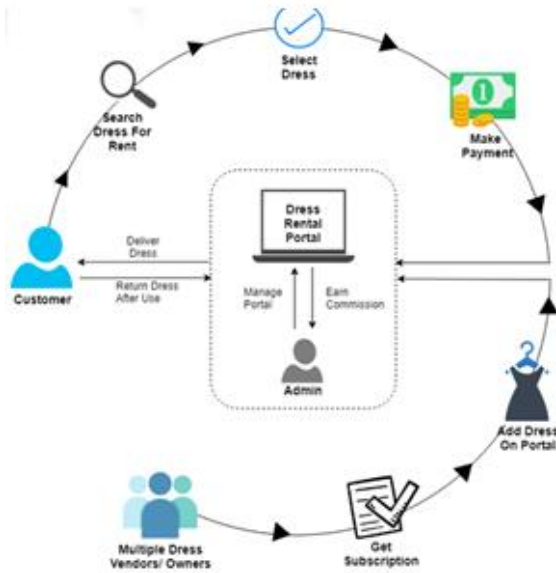
(Based on men and women employed full or part-time but who are not self-employed)



III. ONLINE CLOTHING RENTAL BUSINESS MODEL

An online rental domain is not just a fashion company. It is a technology company that is re-establishing the fashion industry. The business model is based on strategic partnerships with multiple designers and agencies to give their audience access to their new products and services. As the owner of a clothing rental website, you rent which includes service costs, laundry and other small expenses. After ordering, the product with each package will be shipped to the seller's inventory.

There should also be an effective plan to cover the amount covered by insurance at the time of employment to avoid any accidental loss.



IV. ADVANTAGES OF OUR SYSTEM

- Delivery and Return policy
- Cheap clothes subscription
- All in one website
- Availability to buy clothes

Our biggest and most important factor in success will be our first chance to go. Being the first converter we will be able to set standards and be able to be a market leader. We have a team with experience and expertise related to technology, finance, marketing that brings energy and knowledge to our business

V. ONLINE CLOTHES RENTAL BUSINESS REVENUE MODE

In addition to making money by renting clothes, you can also make money through your online rental forum through the following channels:

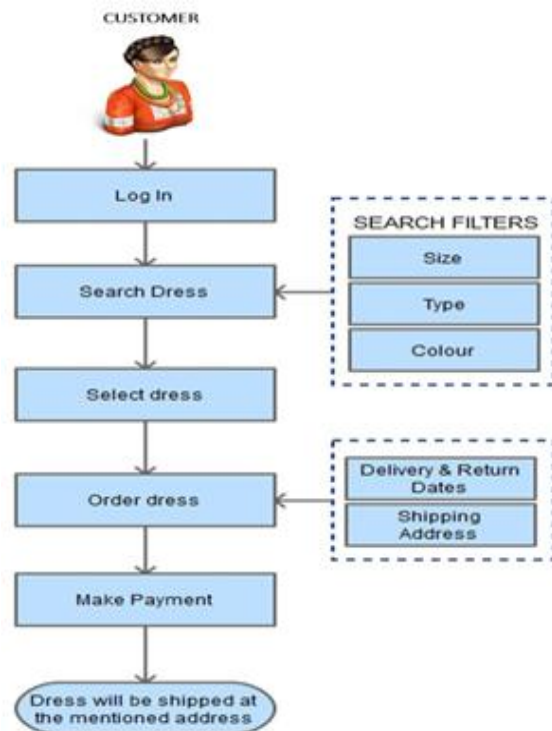
- Commissions: Receive a small commission on all clothing rents on your website.
- Advertising: Make ads on the website or app part of your long-term monetization plan.
- Featured or Sponsored Listings: Allow clothing owners to display offers on the homepage and other highlighted sections of the website for a small fee.
- Membership: Create an annual subscription model where customers can purchase a subscription to take advantage of benefits such as

delivery upon delivery, refunds or rental of free clothing for a successful subscription.

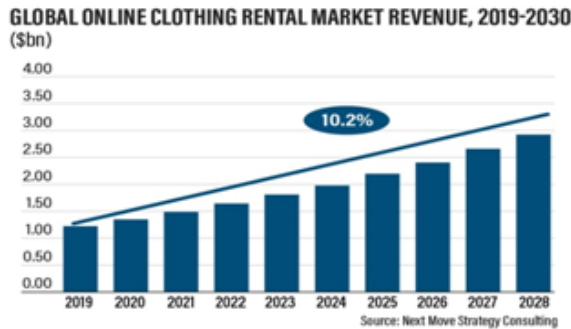
Additionally, you can enhance your online designer clothing rental forum by adding a marketing feature. Allow fashion brands to sell their products on their website and it serves as another source of revenue in the form of commission from that sale.

Core Financials (\$'000)					
Fiscal Year	2019	2020	2021	2022	2023
Revenue	3,697	6,569	8,467	10,357	12,252
COGS	(926)	(1,646)	(2,121)	(2,595)	(3,069)
GROSS MARGIN	2,771	4,924	6,346	7,762	9,182
GROSS MARGIN %	75%	75%	75%	75%	75%
Salaries & Wages	(449)	(662)	(789)	(918)	(1,049)
Variable Expenses	(702)	(1,248)	(1,609)	(1,968)	(2,328)
Fixed Expenditure	(76)	(91)	(91)	(91)	(91)
NET MARGIN	1,544	2,923	3,858	4,786	5,715
NET MARGIN %	42%	45%	46%	46%	47%
EBITDA	1,544	2,923	3,858	4,786	5,715
EBITDA %	42%	45%	46%	46%	47%
Depreciation & Amortization	(55.3)	(63.4)	(63.4)	(63.1)	(61.8)
EBIT	1,489	2,859	3,794	4,723	5,653
Net Interest Expense	(44)	(30)	(12)	(0)	-
Net Profit Before Tax	1,445	2,829	3,783	4,723	5,653
Tax Expense	(144)	(283)	(378)	(472)	(565)
Net Profit After Tax	1,300	2,546	3,404	4,251	5,088
Net Profit After Tax %	35%	39%	40%	41%	42%
Operating Cash Flows	1,318	2,596	3,453	4,301	5,138
Cash	1,551	3,681	7,067	11,345	16,483

VI. PROCESS FLOW DIAGRAM FOR AN ONLINE DRESS RENTAL PLATFORM



VII. GLOBAL ONLINE CLOTHING RENTAL MARKET REVENUE



The global fashion rental market is set to almost double to more than \$ 2bn by 2026 compared to just over \$ 1bn by 2021, according to Market Data Forecast. Some analysts see India's online fashion rental market growing faster than the global average in the next few years.

Next to FlyRobe, other clothing rental companies in India include The Stylease and The Clothing Rental, based in Mumbai.

The global sharing economy has made a global profit and India is part of this trend.

VIII. SUMMARY AND CONCLUSION

The purpose of this study was to analyze consumer clothing rental information. To make matters worse, the real situation of renting clothes and the issue of renting clothes. Removing selected items also affects the purpose of the hiring. The purpose of this study was to identify selected features and demographic characteristics.

Some of the findings of the research list compiled by researchers are as follows: -

- 1 Clothes that have a high frequency of employment are determined by the use of such items as wedding dresses, graduation dresses, and children’s birthday dresses. It was the clothes that were worn at the official event. And in sportswear, concert clothes, jewelry, and shoes. Fashion accessories were also often rented.
- 2 Benefits followed when hiring clothing include the wearer of the wearer, Consideration, suitability of dress conditions, space saving, compliance features, etc. and the total variance was 64.61%. in these cases the pursuit of

suitability for dress or grooming was high, and the space-saving drug was very low.

- 3 Based on clothing rental information, the less experienced team, the more experienced group when classified:
 - The experienced team demonstrated the fitness of the wearer, the sophistication, the level of performance, the space saving, and the pursuit of high consistency, and
 - A woman in a business suit, a full-time or part-time housewife at high school, the rate was higher in terms of high cost of dressing.
 - The experience of a group with a liver disease was in their 30s by gaining higher education, men or working people were usually human.
 - The group with less experience was the level of pursuit of various aspects of the benefits women sought were lower,
 - A 20-year-old man who has studied or graduated from university and has written down the usual cost of clothing.

When we rent clothes, we pursue excellence and In the case of consumers with more experience wearing clothes, rental clothes in the future the purpose was high.

Based on the above results, the following conclusions and suggestions can be made. Clothing rental status is related to the consumer life cycle and formal events such as passing habits or various health experiences were closely related to supplementation, young people including college students. Among office workers, it is something that can be enjoyed throughout the year such as skills training. Opportunities are extremely limited but expensive and you must have them

In the case of clothing with great features, hiring is done diligently. dressing gowns. By renting, the buyer can match the person wearing or the dress code.

Sexual expectations are very high, and the pursuit of a reasonable consumer life is high Therefore, clothing rental companies satisfy consumers by providing clothing items of various sizes will have to do In addition, at the cost of management and exchange. As a result, rental costs are a huge burden on consumers.

IX. RESULT

1. Features of desirable benefits in rental clothing are wear, sensitivity, flexibility, space saving. And consistency, and the total difference is 64.61%;
2. The team with the most knowledgeable pursuit of fitness, common sense, space saving and the fit of the wearer. Big housewives who go to college and spend a lot of money on goods belong to that category. The less experienced male university students spend less money on goods and those with more experience have more staff;
3. The rationality and rental knowledge of rental assets greatly affects the purpose of the lease and its effect is 14.20%.
4. Rental items usually include wedding dresses and graduation dresses. Defendants are divided into 3 groups based on hiring skills: easy experience, intermediate experience and complex experience

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