

A decorative graphic on the right side of the page features three overlapping circles of varying sizes, each composed of concentric layers of blue and light blue. Two thin, light blue lines intersect at the top left and extend diagonally across the page, framing the circles.

FINAL YEAR PROJECT
ONLINE DRESS RENTING SERVICE

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ABSTRACT

A shift can be noticed in consumer values from ownership to access in current times. Network technologies are enabling whole of communities around the world to achieve more with very less by swapping, gifting, lending money and sharing products on a scale never been possible before. It appears as though the barter system is returning.

This paradigm shift is also transforming business, consumerism and the way people live for a more sustainable and fulfilling life. Between ownership and gifting, a hybrid model of market has emerged, referred to as "sharing economy". Coordinated using the online services, a peer to peer based system allows sharing of goods and services. There are three main factors driving the sharing of resources across a variety of services and goods. First, a host of information technologies have appeared in the mainstream making it possible for people, networks and organizations to transact as well as find solutions directly. Consumers are now quite easily linked to one another. Second, consumer behavior changes to sharing for many things they wanted to own once. Third, the mobile devices remove the hassle of using the online services for shared resources, for example, apps on the smart phones come in handy. With the growth in sharing economy, the Forbes had forecasted that the revenue flow from shared economy will exceed 4 billion dollars in 2016.

Therefore many peer to peer sharing services are maneuvering into a variety of niches for lending. Car pooling, accommodation sharing and swapping of items are rolling out in the market quite successfully. This project probes into the problem highly relevant to Pakistani society and attempts to merge Information Technology with business methodologies to give the best possible solution. Having said that, the solution will undergo a natural constant evolution till an ecosystem of its own comes into being.

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