

Introduction:

The RentMe has been selling its unique products including A/V aids, office equipment, and computers to its corporate clients in the country since a decade. It has established a good repute among its retailers. Its products are reliable and have warranty to provide maximum benefit to the customers. These products have logical demand and electronic department is developing fast. There is great advancement in these products and people are crazy to have latest version of these equipments are introducing in the market. The company is at clear advantageous point. As company is offering three different products so there are less chances of negative impact on the overall sale. Company remains in stable financial condition. RentMe is targeting only retail customers and discourages individual sale and rental activities. With the rapid development in the electronic field and increasing demand for the latest equipment and computer, the company is enjoying good repute and offer maximum advantages to customers serving in job, studies, or entertainment and hundredths of thousandths users are enjoying benefits.

RentMe will be positioned as a high end electronic dealer that enables musicians, computer operators, and businessman to play, operate and decorate their melodies, projects, and offices respectively. There are many rivals in the same industry and are offering different incentives to capture a big market. However, RentMe has established a good repute.

RentMe will sell its products in retail markets where computers and audio video equipment is sold through traditional shops owners, online through website marketing, and advertise on the TV. The potential market is very promising offering broad market for the

products. IBM computing had sold over 7.5 million units as of April of 2000 with an estimated 10.5 million total units in the market from all manufacturers.

RentMe has an outstanding team based on the members having strong backgrounds in both computer hardware and software development. The CEO was the former small business development Officer of an unknown company, the VP of product development was formerly the Chief software engineer with an emerging company. The VPs of finance and marketing have an outstanding experience.

However, due to economic slump there is an obvious downfall in the sale especially in the retail industry. There is need to bring a positive change in the company's strategy by acting upon the name of company as giving products on rent to different individuals and also start selling these products directly to the individual. This will be able to act on a business plan following consistently all the steps to remove all obscurities to turn the leaves to see the truth.

(A) Company's Policy

RentMe has earned a name due to its quality service and product orientation. All the products are of good brands and it has a great business of selling its audio visual, computers, and office equipment. Their target market is retailers, wholesalers, and corporate companies. This has reduced the chances of selling its product to direct consumers. RentMe capturing a giant market is following the corporate policy and is therefore discouraging individual client in every possible way. The Mp3 updated to Mp5, latest style of office equipment and great uses that may eases the project to cover in less time, and computers that are common for all age groups are all attractive items and has potential market. However, individual are crazier than groups. There are great chances of selling the latest product in the market by targeting the individual consumers as they

are dying hard to access the latest version. However, this policy is not applicable to the RentMe environment sales policy (Eugene 1996, pp.265-274). The policy does not interpret that individuals cannot target computer market; however, they are not selling to the individual customers even seeing their utmost desire to buy the product before or soon after launching. RentMe will be focused on the future market for the different products it is offering. We will explore different opportunities to increase the sales target by providing best customer services (Eugene 1994, pp.19-30).

RentMe has three different field as audio / video, computers, and office equipments. It has great margin to fill up financial gaps by overlapping the sales of different items at different times.

Current Scenario

RentMe is facing difficulty in retail sale as there are less numbers of wholesalers, retailers, and shop owners. Ignoring the policy, or strictly following the corporate policy by mistake or intentionally to achieve the status of high company, RentMe is discouraging individual clients. This may come in the form of loss average thousands of dollars of business each month, although there is great capacity of renting equipments to the individual customers. According to company directors, there is need to change the strategy or strictly following the company policy to increase the sales and rent level to raise the company economy.