

UNIVERSIDAD ESAN



**BUSINESS PLAN: EASYRENT, A SMOOTH PEER-TO-PEER VIRTUAL
PLATFORM TO LEND AND/OR BORROW ARTICLES**

**Thesis presented in partial satisfaction of the requirements to obtain the degree
of Master in Business Administration by:**

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EXECUTIVE SUMMARY:

The following business plan evaluates the viability of developing virtual platform, website and mobile application that will allow people to share their belongings with their friends and neighbors, in Mexico. The project is part of the sharing economy, determined as “The peer-to-peer based activity of obtaining, giving or sharing the access to goods or services, coordinated through community based online services” (Hamari, Sjöklint, Ukkonen, 2015).

The platform is named EasyRent. The service will provide a simple solution to people who are willing to lend or borrow articles in their neighborhood. On the other hand, the idea is to promote a new way of getting access to experiences, to earn and save money and resources; by sharing, instead of purchasing. Also, as a connector between lenders and borrowers, EasyRent facilitates and encourages trustable social rapprochement providing local solutions.

In order to exploit the business, a set of objectives were determined. First, to be profitable by developing a webpage and a mobile application. Second, to estimate the readiness of the population living in Mexico to apprehend the concept of sharing economy and be part of it.

To reach the objectives, the financial feasibility of the project is assessed in a three-year period analysis, describing three different scenarios: an optimistic, a moderate a pessimistic one. Furthermore, a market research was conducted in Mexico, to analyze the environment in which the project will operate. Online surveys were administered to the target population to gather information about them and their opinions about the business idea itself.

The financial analysis revealed the project is feasible to develop. Indeed, outcomes were positive in the three analyzed scenarios, meaning that the project has a solid base to be launched in the Mexican market.

The market research conducted in Mexico, showed that this country has a favorable environment for developing this business plan. People living in Mexico are willing to join the EasyRent community.