

# Bag Borrow or Steal, Inc.

Hybrid Offering	
<b>Brief description</b>	Bag Borrow or Steal offers rental services for various authentic designer purses, handbags, watches, jewelry and sunglasses. The customer has to register on the company's homepage and has to pay a weekly fee for renting the products. If the customer is tired of the item, he can send it back and get a new one.
<b>Hybrid offering's industry</b>	Luxury goods
Company details	
Bag Borrow or Steal www.bagborroworsteal.com/	Bag Borrow or Steal was founded in the year 2004 and is the largest rental company for luxury purses and handbags in the USA. In the year 2007 the Seattle based company spread into other segments such as sunglasses and jewelry rental.
<b>Company's industry</b>	Rental of jewelry, purses, handbags, sunglasses and watches
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The products are authentic designer goods, such as jewelry, handbags, purses, watches and sunglasses. Various brands e.g. Chanel, Luis Vuitton, Fendi, Burberry, Prada are offered on the company's webshop. After an item is sent back to the company, it is cleaned thoroughly for the next customer.
<b>Service dimension</b>	Customers can sign up for a monthly membership and rent the items for a lower price. However, it is also possible to use the service without a membership. After the item is selected in the webshop, it is sent to the customer. Whenever the customer wants the old item can be mailed back. It is also possible to purchase borrowed items.
<b>Other links</b>	
Other Crucial Dimensions	
<b>Hybrid orientation</b>	User Oriented
<b>Community as service</b>	No
<b>Target market</b>	B2C
<b>Revenue model</b>	Monthly payment, pay as you consume

## Images

Product dimension



Service Dimension

Your first luxurious "borrow"  
is just a few steps away!

1 borrow | 2 enjoy | 3 return