

Review of: "Startup Development: SewaDia Rent Application"

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I thought this article offers good start-up ideas about rental business opportunities that have grown rapidly since the pandemic, from the initial idea to its execution in prototype menus in apps and calculating future profits. For general reader, the explanation of the "SewaDia" creative idea is quite clear and interesting.

To confirm the arguments at the beginning, how this creative idea will be very useful, I encourage the author to add a little literature about the current rental business model nowadays as Vijay Kumar, Daniel Ekwall, and Daniel Sun Zhang (2022) have been done in their research, or, digital platform in fashion rental by Elisa Arrigo (2022) or some other research as well. In particular, the issue of fashion consumption that has an impact on the giant fashion waste pile is interesting for me to be associated with (have a strong relation with) the topic in this article and reinforce its significance.

The sharing economy opportunity of using internet based applications because there are more and more internet users in Indonesia is a good opening sentence for the explanation about several needs for instance, the needs of SUVs in Papua and the needs of mothers who have just given birth and their babies for equipment that is quite expensive but only used for a short time.

The readers will be more helpful to understand the benefit of this new idea of business, if there is, perhaps, a table with some classification of needs based on short use times, geographical areas/condition that are quite steep or difficult for vehicles, excessive consumption of clothing only leads to giant piles of garbage, and so on.

It is also will be more interesting to explore as many challenges as possible in developing a rental business in the future, besides DMAIC tools, such as several predictions regarding changes in consumer behavior, or how to create a market for potential customers who are not interested in renting goods because they prefer to own it for themselves.

References:

Elisa Arrigo, 2022. Digital platforms in fashion rental: a business model analysis. *Journal of Fashion Marketing and Management*. Volume 26 Issue 1. <https://doi.org/10.1108/JFMM-03-2020-0044>

Vijay Kumar, Daniel Ekwall, and Daniel Sun Zhang, 2022. Investigation of rental business model for collaborative consumption - workwear garment renting in business-to-business scenario. *Resources, Conservation, and Recycling*. Volume 182. <https://doi.org/10.1016/j.resconrec.2022.106314>

