Analysis of the xxxxx market for the pay per wash Product Service System

Team members: xxxx (chapters No: xxxx)

xxxx (chapters No: xxxx)

xxxx (chapters No: xxxx)

Introduction

… few sentences introducing the analysis – purpose, content, methods

1. PESTLE analysis

Political, technological and environmental forces

Governmental initiatives towards circular economy and digitalization

…..

Economy and economy forecast

…..

Business scene (need not to be included)

…..

XXX washing machine market (need not to be included or could be combined together with Prices of washing machine)

…..

2. Customers/Consumers

Consumers and renting

…..

Consumers and sharing economy

…..

Consumers and IoT

…..

Consumers and washing habits

…..

Home appliances renting

…..

Analysis of laundromats prices

…..

Prices of washing machines

    …..

COMPETITOR ANALYSIS <mark>(please, try to keep the content as it is in the example)</mark>

Indirect competitors (washing machine renting)

    …..

Direct competitors

    …..

CONCLUSIONS

    ….. here you can write about the potential of market entry, you can also suggest how to enter the market (but not necessary)