1. Executive Summary of the online company **Airbnb**

 Provide a double-spaced two-page (maximum) description of the online company Airbnb. For example: what are they known for? What the company does? It’s history, background etc.

II. Introduction double spaced two pages
 Describe the target market in where is the company is used, its geographic, region, target consumer demographics and lifestyles, etc.