Lean Start-up Management

PROJECT TITLE:

ARCHIVO

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ARCHIVO

Delivering Books at your Doorstep
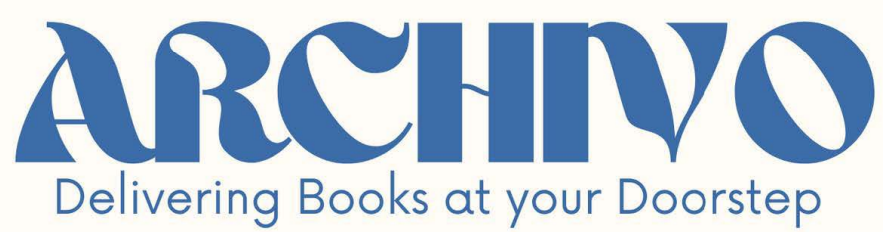
Abstract:

In today's era, technology is everything and is everywhere. Even though there are plenty of modern ways of reading being introduced, people still prefer reading books in a hardcopy.

But there are plenty of people who can't afford or don't want to buy books at costly prices, and there are people who have completed their books and can sell their study books/ materials which are otherwise collecting dirt.

Through our application, the seller can sell their used books which can be bought cheaply by the user and will get delivered at the buyer's doorsteps through a courier service.

Introduction:

The project entitled "Archivo" is a very effective, feasible online portal that facilitates the readers to buy and sell second hand books and magazines reliably. If a reader wants to read a book, he/she has to purchase the book, which sometimes can be very costly or they can go to the library to lend a book where firstly they have to be a member and have to follow the library rules and regulations - like to return the book at the specified date that is given by the library.

There is not much flexibility with the library management system and many places do not even have libraries and many of them are not very well maintained. They can even go for a second-hand books option but there aren't many offline shops that give second hand books in a readable condition or they may not have that book at their shops which in turn wastes time and energy.

The convenience of an online book selling system is a major consideration for most of us, especially those living in areas where access to a large bookstore is limited or is quite far away. Many books are too expensive and for these types of books, this system is most preferable.

Along with that the quality and the choices that the buyer will get is something which can't be seen in today's offline stores.

In general, our online book selling & buying system will allow a user to sell & buy second hand books online from the website. Both buyer and seller have to make an account on our website to authenticate themselves and then the book can be uploaded by the seller on our website at their price and the buyer can look at the options available for him/her and select the best options available for them. After that the book will be delivered to their door steps by a courier service (with which we have partnered up) at a nominal delivery fee.

Social Impact:
- Many students do not have proper access to standard books and due to this their learning is hampered.
- Many students even become dejected and loose their interest in studying because of lack of resources. This might have an adverse effect on their career.
- This could bring down the literacy and employment rate.

Using the website, the user can buy a second-hand book online instead of going out to a bookstore and library spending a lot of their time, meanwhile also ensuring the seller gets the opportunity to passively earn money in exchange for their books.

Problem Statement:

Despite today's tech savvy era, people still prefer reading books and magazines in the hardcopy format rather than strain their eyes on the electronic version. Something as simple as holding a book in their hands can bring immense pleasure in many monotonous lives. However, not everyone can afford the luxury of buying new books. Moreover students may not be able to afford to buy new study books again due to their high cost. There is a void to fill in the second hand book market.

Solution Discussed:

Introducing ARCHIVO, an online portal that connects second hand book sellers to consumers who want to buy them.

Both buyers and seller will have to make accounts on the portal for authentication and they can make the sale or buy books in it.

The books can be delivered through a courier service which ensures smooth functioning.

Students will also be able to sell their old study books that they do not use anymore.

Seller and buyer feedback can be used to sort based on their rating or reviews.

SDGS Goals:

SDG 4: Ensure inclusive and equitable quality education for all.

Our main objective is to make sure that all people who are poor and cannot buy books that are necessary for their study can get easy and cheap access for necessary books.

Reduce & Reuse:

Our initiatives will help to reduce the wastage of books thus reducing waste. The books are also reused which helps others who are in much need for books.

Strengths and weakness of our Competitors

Book World

Book World is an online book rental service that has been pioneer for such services. It is a platform to provide books for rent and the books will is to be delivered to a person's house directly. The lowest plan allows the u sers to rent only one book per month and maximum duration is only one month.

Strengths

- This book store is known for Quality and Quantity provision of all its products and services.
- The books provided in the bookstore are of very high quality produced and printed by the best printing press in the country.
- The books are also provided in very large amounts that at any point customers will not experience a shortage in the products required by them.

Weakness

- Weak product promotion tools Poor Pricing strategy
- Poor Product distribution strategy

Areas not addressed

- Their price do not have offers for school and college students.
- They don't have books related to core Science and Engineering domain.

Librarywala

LibraryWala is an online book rental service that was started on 2007 It provides its members with books for rent and these books are delivered to their door step. If a customer wants to return the book then the books are collected at their doorstep.

It operates based on the membership schemes. The lowest plan allows the users to rent only one book per month and maximum duration is only one month.

Strengths

- The company delivers books much faster with a 3-day delivery guarantee from the time of selection.
- They offer books in multiple languages.
- It has a very reliable service and most of their books are in pristine condition.
- Customer value is one of the key strength of Librarywala. For example, they don't charge extra for late payments.

Weakness

- They do not operate in rural areas.
- They have only limited genres.
- No flexibility in pricing.

Areas not addressed

- They do not operate in rural areas. Our primary motive is to make all kinds of books available to people in rural areas.
- They do not provide ebooks. There are people who prefer soft copies over hard copies, so for those readers this platform is not the best choice.
- They don't have books related to Science and Engineering domain.

Bookchor.com

Strengths

- Excellent product promotion tools, such as they conduct book fair in different cities.
- Good pricing strategy, as compared to others.
- Have different bundles, categories of books to target customers in different price ranges.
- Customer satisfaction with the quality of used book is higher.

Weakness

- Payment mode is not reliable.
- Shipping time of product is longer than other competitors. Customer service is unreliable and often not reachable.

Areas not addressed

- They sell books only in major cities like Delhi and Mumbai.

Better World Books(BWB)

Better World Books (BWB) American online bookseller of used and new books, founded in 2002. It mainly focuses on providing books for college students and has connections with various college libraries. Its main operation scheme is to collect and sell books and price them based on their quality. They also have membership schemes on select campuses.

Strengths

- Situated in USA and it has limited competition in New york area Founded in 2002, this bookstore is highly experienced.
- Gathers new and used books from people, bookstores, recyclers, libraries, and academic institutions.
- Libraries and colleges frequently sold used books to BWB.
- It made direct book donations and cash contributions to literacy programmes around the world.

Weakness

- Cost of the books is high compared to other vendors.

- Business is slower during summer vacation.

<u>Areas not addressed</u>

- They ship all around the globe but have store houses only in a select countries. This makes the shipping cost high.
- They do not provide ebooks. Their main goal is to sell hardcopy books.
- Only English books are sold here.

<u>Little Bookmates</u>

Little Bookmates is an online book rental service that was started on 2016. It provides its members with books on a subscription basis. It focuses mainly on children and provides 8 books for them each month. These books are hand picked in order to cultivate a reading habit among young children.

<u>Strengths</u>

- A Mexican online library which is located in Mexico city and it has less competition in their city.
- People borrow books rather than needing to buy them.
- Highly experienced than the startups which are newly getting in to the market.
- Offers a subscription service through which they bring home 8 children's books to your family and change them every month. Very high gross margins.

<u>Weakness</u>

- Delivery fees is high.
- Its services are confined within Mexico.
- Dependent on external delivery services of courier services.

<u>Areas not addressed</u>

- Such a service of delivering hand picked books on a monthly basis is not available out side Mexico.

- They do not provide ebooks. There are people who prefer soft copies over hard copies, so for those readers this platform is not the best choice.
- Their main focus is on children books. As such they do not have options for older people.

Business Plan:

Organization Structure:

Employees are key to the smooth functioning of any organization. For a organization like Archivo which adopts is a Marketplace business model, apart from employers, both consumers and sellers form a structural backbone to the successful functioning of archivo.

Some of the important people who are integral to the company are,

1. CEOs
2. Stack developer
3. Webpage trouble shooter
4. Transport manager
5. Door-to-Door Delivery Sellers
6. Consumers

Benefit Description

When people want to do something productive with their free time. Users tend to come back and purchase because of good service and low cost. Our main objective is to make sure that all people who are poor and cannot buy books that are necessary for their study can get easy and cheap access for necessary books. Our initiatives will help to reduce the wastage of books thus reducing waste. The books are also reused which helps others who are in much need for books.

Market Challenges

- ❖ Dependence on courier delivery service can improve the transportation cost and delay in delivery time.
- ❖ Maintaining multiple copies of all the books and making sure they are in good condition before delivering it to a customer is a challenging task.
- ❖ Every business has competition. Local book stores, libraries always try to retain their customers and might employ some tactics to draw-in more customers.

Customer Strategy

- ➢ The target audience are usually of all age categories who have the drive and enthusiasm to learn and grow.
- ➢ The sector income wouldn't matter. The target audience are those who have basic wages specified by the Central and provincial government.
- ➢ Initially the target audience is children who have the most amount of free time and enthusiasm to learn in all age categories.
- ➢ Children are the main target audience. People within the age between 25-40 years are also targeted.
- ➢ All categories of books available ranging from action and adventure, comics, Detective and mystery, fantasy, historical fiction, horror, romance, fiction, short stories, women's fiction, biographies, and many more.

Price Strategy

- ✓ Charging nominal service fee during transaction.
- ✓ Sponsor fee from the shopkeepers of book stores in return for promoting their books.
- ✓ Partnering up with local courier services to provide cheap and fast transfer of books.

✓ Launching premium subscription plans under which there will be free delivery and other benefits like coupons and special offers on books.

Channels of Distribution

The main channel of operation is only through our website. This is where all our users and sellers will gather together to buy and sell books. We will also form partnerships with various courier services across the cities. We will also other means of transportation to efficiently deliver books in remote villages.

Cost Expectations and Funding

Expenses: INR 80 to 250 per month is an minimum estimated amount required for maintaining an basic version of our website. Hiring a full stack developer to moderate content in our website and maintaining the server. This will cost us a minimum of Rs. 50000 per month. Troubleshooting the website and checking whether the hosted website runs flawlessly cross-platforms would also require an additional funding of INR 5000 after each update. Facebook and Instagram advertisements which will cost a minimum of INR 300 per day.

Revenue Streams: We will be charging the bookstores a fee for putting up their book's details on the Book Look website in exchange for more promotion of their books. Service fee will be charged from the user while buying the book, also a nominal fee will be charged from the user who is uploading the book for sale after 1 month of free trial. In future we can introduce subscription plans where the buyer can have free and fast de livery. The seller can upload more books in a given period of time by being a subscriber.

<u>Initial Funding Strategies</u>

- o Bootstrapping: We will try to get enough money for the company from whatever personal funds we can scrape off.
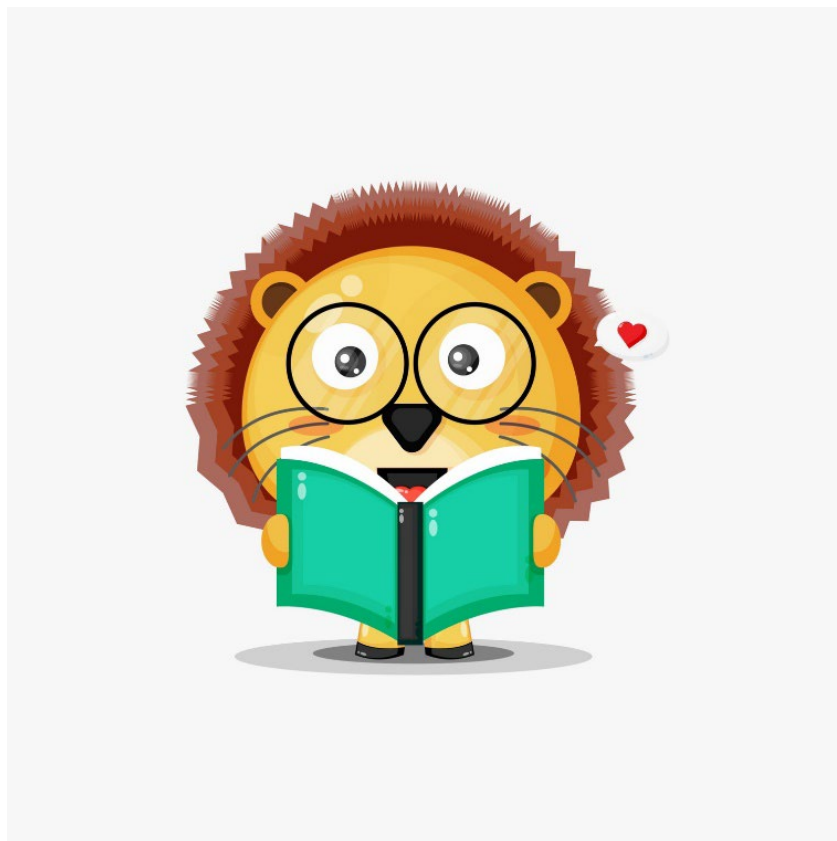- o Family and friends:

  They might also be willing to support us for the start up
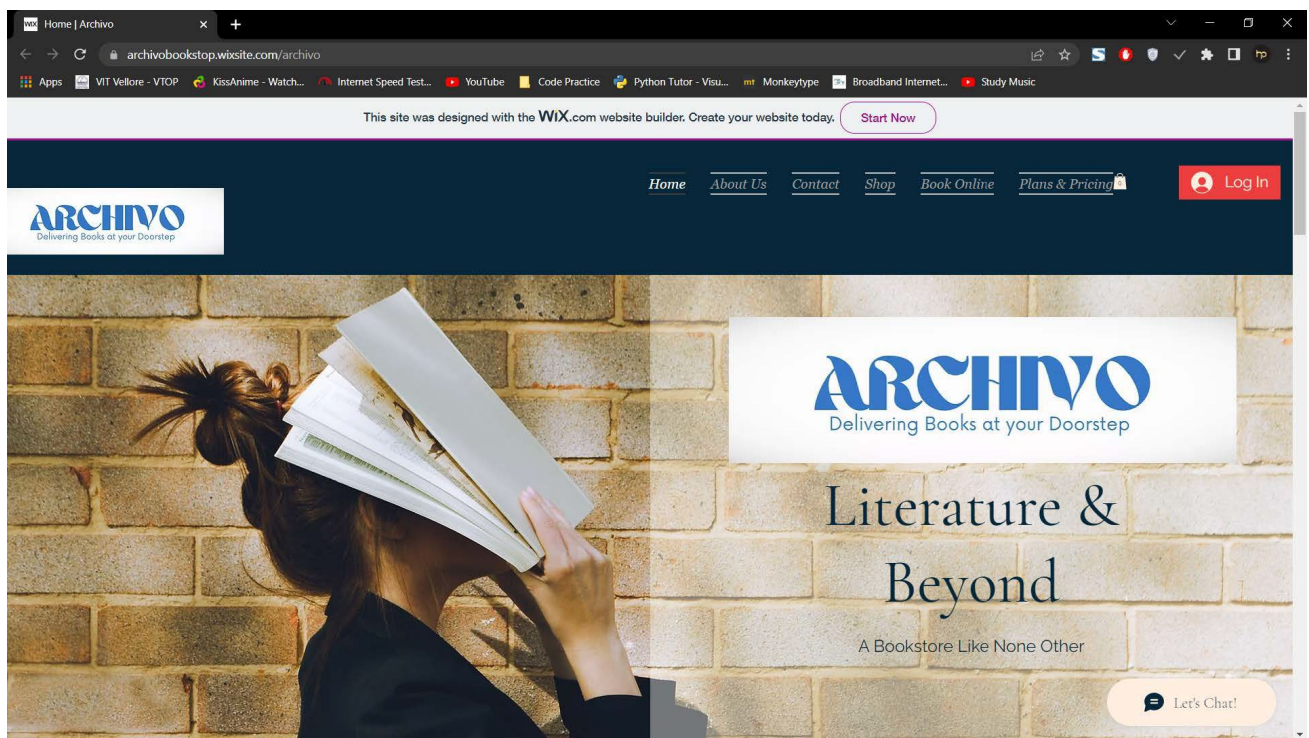
<u>Funding Strategies while scaling up our venture</u>

- o Micro-loan organizations: We might get a loan from such organizations which cater specifically to start-ups; these will provide us with necessary money to start-off with.
- o Crowdfunding: We will use various crowdfunding platforms like GoFundMe to both publicise and gain financial capital for our venture.

After we have made a good enough product for initial launch we will approach the angel investors and venture capitalists who can help us scale up.
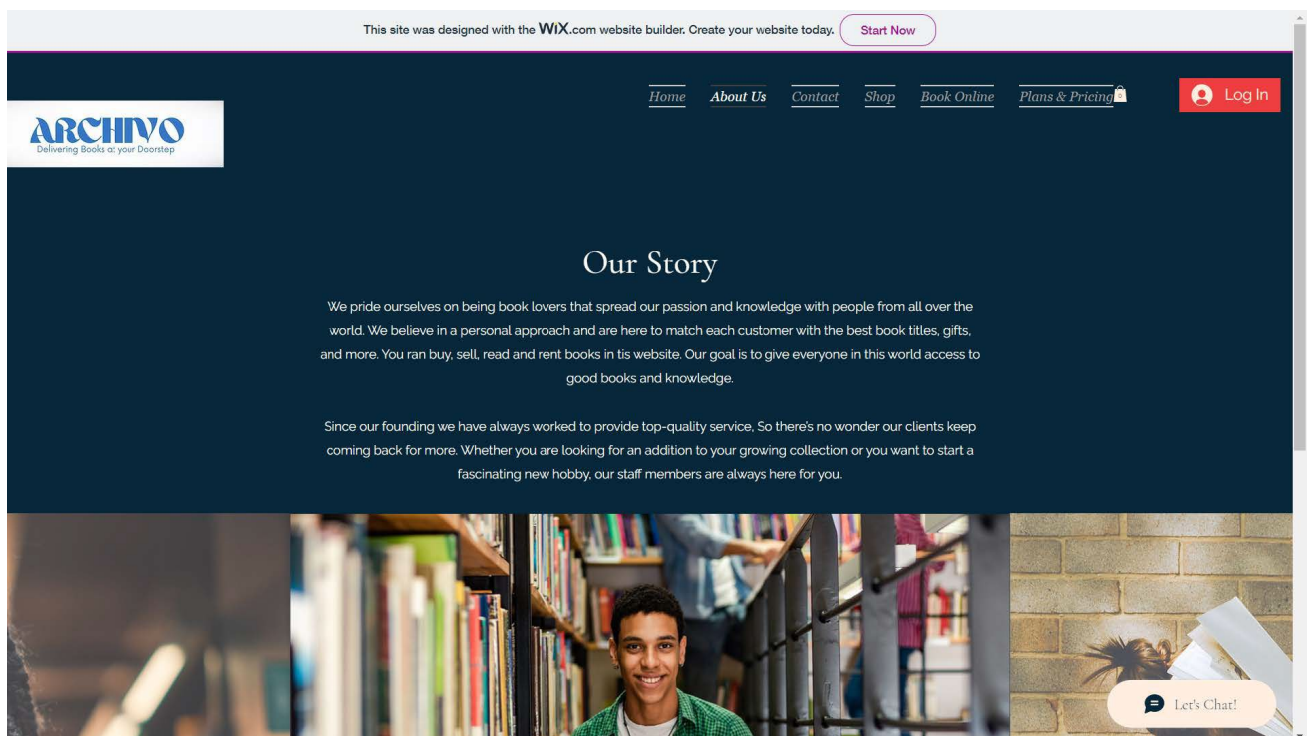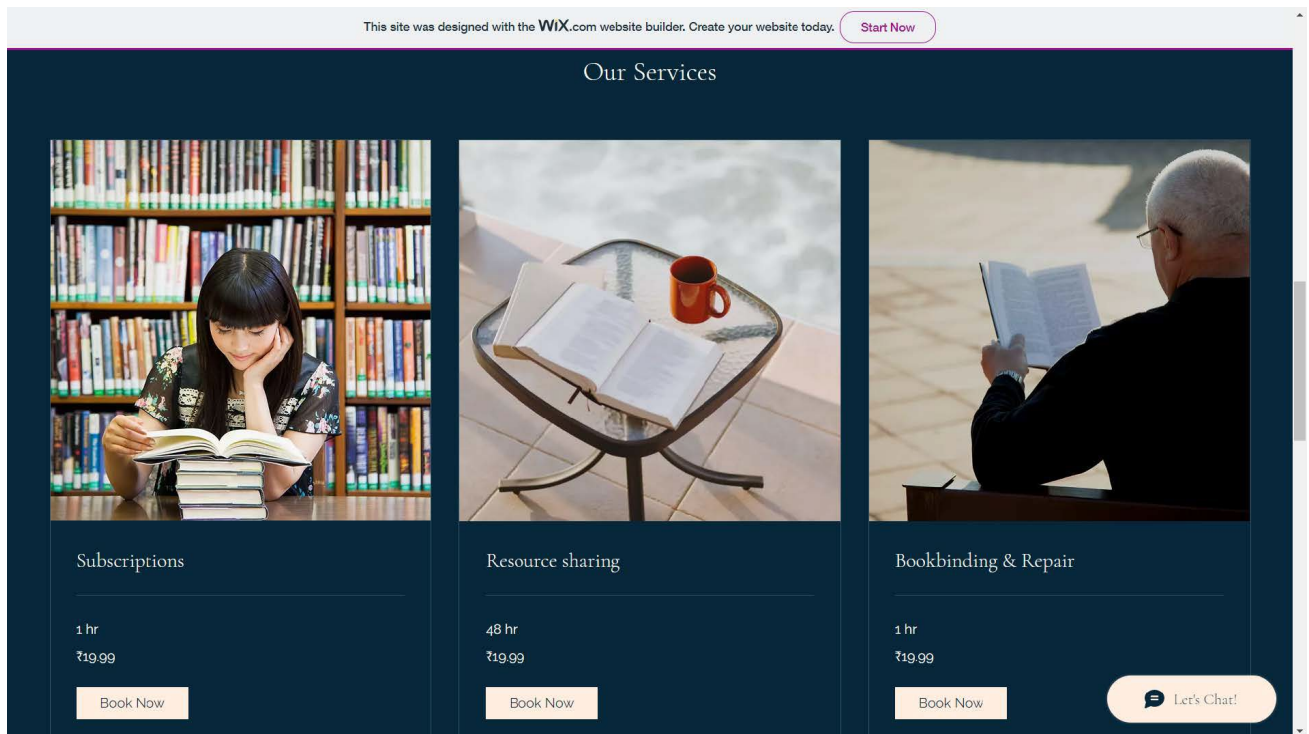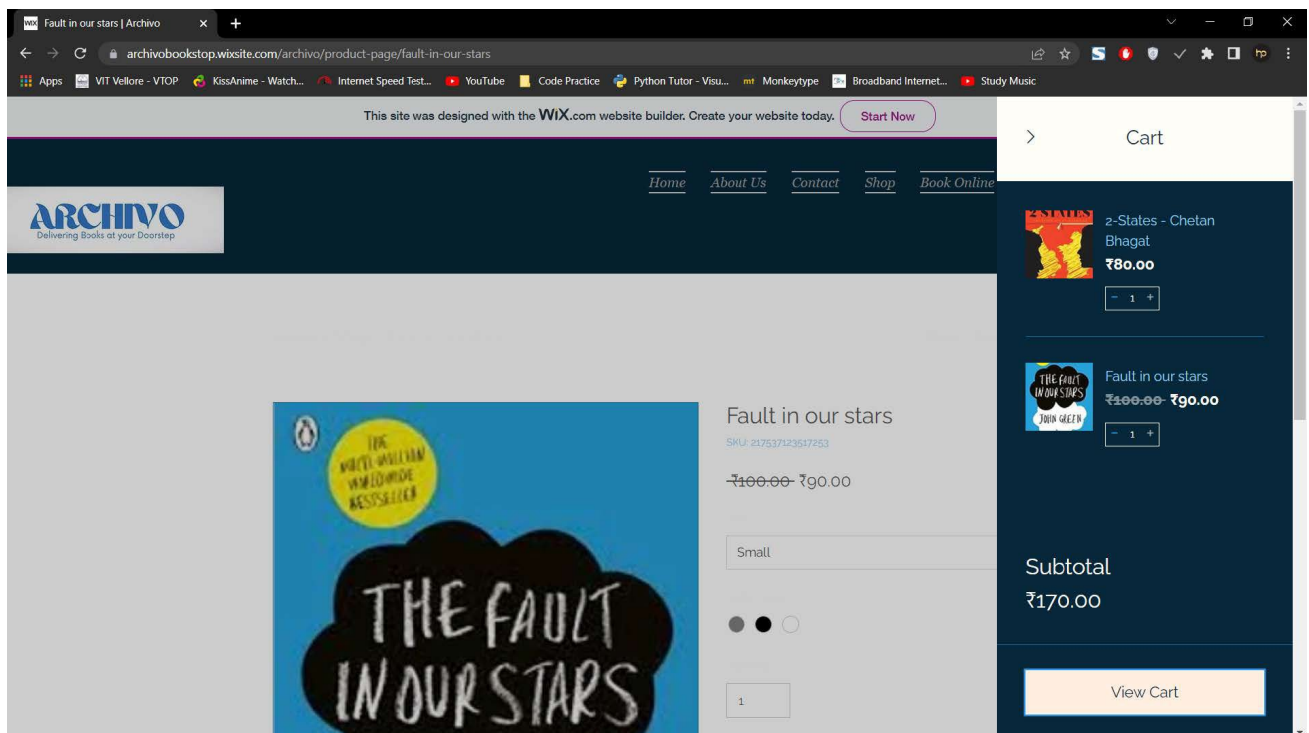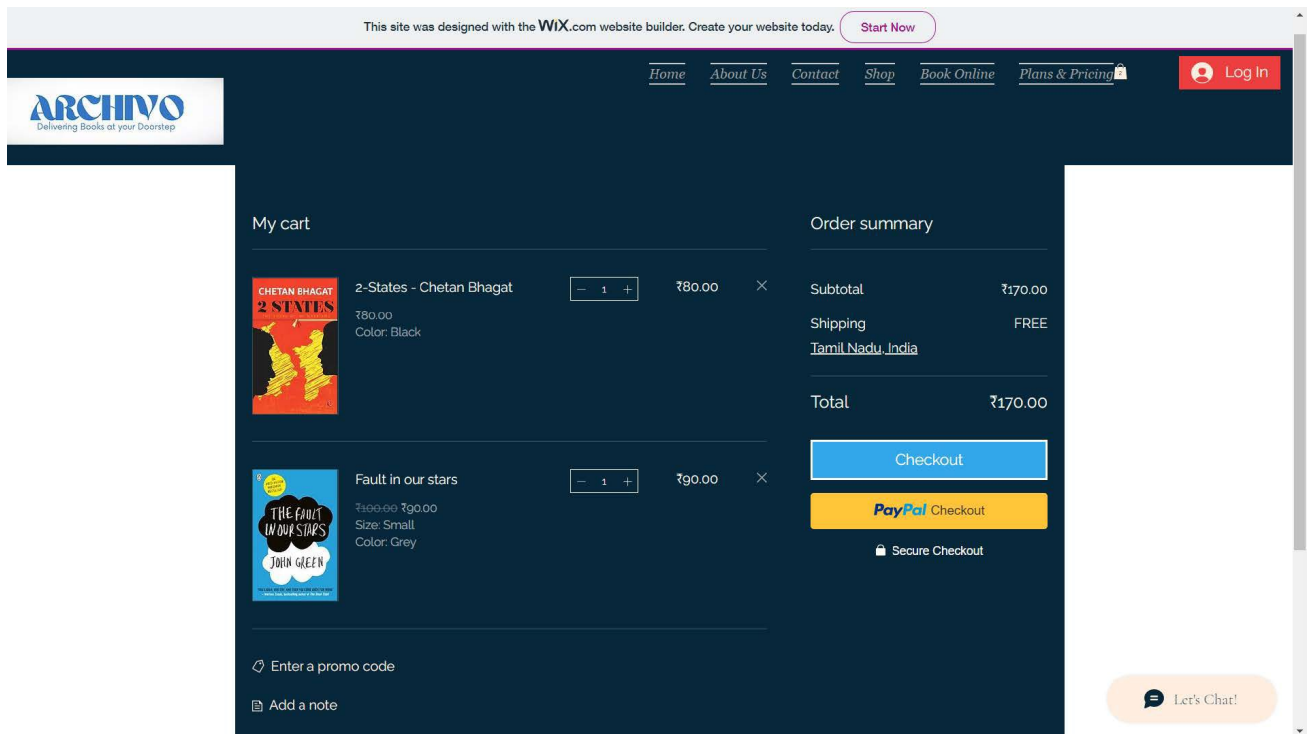
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Delivering Books at your Doorstep

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THE FAULT IN OUR STARS JOHN GREEN	Fault in our stars ₹100.00 ₹90.00 Size: Small Color: Grey	− 1 +	₹90.00 ×

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Subtotal   ₹170.00

Shipping   FREE

Tamil Nadu, India

Total   ₹170.00

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