If a question is asked to draw a business plan the following details may be included.

1. Objective

The objective is to reduce screen time for young adults and make them involve in more learning and outdoor activities. Because …. (eye strain, anxiety, stress…)

2. Business idea

The create a library facility where children can order books and read them at the comfort of their homes.

3. Business name

Your Library 📖

4. Target market

Children below the age 15

5. Marketing strategies

* Product: Books of various genres
* Price: Monthly subscription and Yearly subscription
* Place: Urbanized areas
* Promotion: Campaign centres and discounted introduction at schools

6. Human resource requirement

* Book maintenance
* Book delivery
* Website maintenance

7. Financial plan and profit

* Initial investment (3 shareholders) and start out region (Chennai)
* (Talk about behaviour, customer segmentation, theory, insight, exchange, competition, method mix)
* Incentives and coupons to scale up

8. Impact goal

The primary impact is to made of kids and increase book time thereby decreasing their screen time.