

Business Case Study

Executive summary: This case study highlights the possible advantages of setting up an online platform for the library so that the library members can check out a book, reserve it, and also check out the new releases online, reducing wasted library visits when preferred books are unavailable.

Problem Statement: Reserving a book offline is time-consuming, and books are often out of stock. This frustrates members and may lead to cancellations. Searching for their favorite book, looking for new releases, is also a bit hard and upsets the book readers.

Option Analysis:

- **Option 1: Do nothing**
Possible consequences - People will find this process time-consuming, especially students and employed people, and it can eventually make them visit the library less or switch to reading soft copies.
- **Option 2: Setting up Online Platform/App**
Possible consequences - Setting up an online platform can allow members to easily search and filter books by author, release date, and genre. And also reserve them online and check which books are available or are out.
- **Option 3: Hire people for each task**
Possible consequences - Hiring people for specific tasks, such as reserving books online, checking new releases, and determining book availability, allows library members to call and check availability. However, this approach increases costs and still requires manual effort.

Cost-Benefit Analysis:

- **Option A**
Estimated Cost: "0"
Ongoing Cost: Minimal
Benefit: **No Benefit**, can lead to the same or a decline in business
- **Option B**
Estimated Cost: Basic Website/App can cost from 50,000 - 1,00,000
Ongoing Cost: Minimal
Benefit: Expected to reduce 40% of wasted library visits and improve member satisfaction.
- **Option C**
Estimated Cost: 45,000 - 60,000 (If we hire 3 to 4 people)
Ongoing Cost: "0"
Benefit: Hiring more people to assist with the reservation of books, helping them with queries, and giving them updates about new releases and the

availability of books can help library members have a smooth experience and increase their satisfaction rate

Recommendation:

Based on the cost-benefit analysis and stakeholder needs, we recommend

Option B: Implementing an Online Platform.

This Solution will:

- Reduce wasted library visits by 40-60%
- Improve member satisfaction and retention by 20%
- Provide scalability for future features such as notifications, reports, and mobile access

Next Steps

- Secure final budget approval from the Library Owner
- Engage the IT team to develop a prototype within 1 month
- Conduct User Acceptance Testing (UAT) with library members and staff
- Roll out the system in phases, starting with a pilot launch in Q4 2025

Implementation Plan:

- Timeline: 2 to 3 months
- Major activities/tasks: setting online platform, conducting tests with a group of members, gathering feedback, and making improvements before full launch.
- Responsible parties: Library owner, It Team, Library members, Library staff
- Resources needed: Budget- 50,000 - 1,00,000
Tools- Good PC
- Dependencies: checking with library members what all things they would need on the online platform, getting their opinion

Risk Assessment:

Risk Description	Likelihood	Impact	Solution
Difficulty in operating the app/platform	Medium	Low	Getting constant feedback from the users and also providing assistance to them if they find it difficult to use the platform/app.
System bugs or performance issues	Medium to high	Low	Doing beta testing before launching the platform/app, to check if there are any bugs or if the site/app is slow, and fixing them immediately

Conclusion:

Option B: Setting an Online platform helps the library members to reserve the books easily, look for the books, check on new releases, and check the availability of the books, making their experience smooth and convenient, and lowering the chances of churning and also increasing the chances of making normal readers into library members. We recommend approval to proceed with detailed project planning starting Q4 2025.

We recommend proceeding with detailed project planning starting Q4 2025 to capture these benefits.