

2025

REVIVAL BOOKSTORES

BUSINESS PROFILE

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BUSINESS OVERVIEW

Revival Bookstores is one of the first Malawi's Digital Bookstore, providing affordable, high-quality literature especially to Post high school scholars and young professionals aged 18-45.

Revival Bookstores aims to enrich the personal and intellectual lives of budget-conscious, urban-dwelling Malawians by offering a curated selection of literature for personal enjoyment, learning, gifting, personal development, and self development.



INNOVATION & DIGITALIZATION

The core innovation of Revival Bookstores lies in the digitization of the book industry in Malawi. Customers will be able to browse and purchase books from various bookshops online without physically visiting each store. By promoting e-books, Revival Bookstores will lower book prices for readers and increase profit margins for authors.



The inclusion of a courier system will enable authors and bookshops to reach customers across Malawi, including those previously unreachable by physical bookstores. Payments will be streamlined, allowing authors and bookshops to receive payments directly into their bank accounts, establishing a fully operational e-commerce ecosystem.



TARGET AUDIENCE

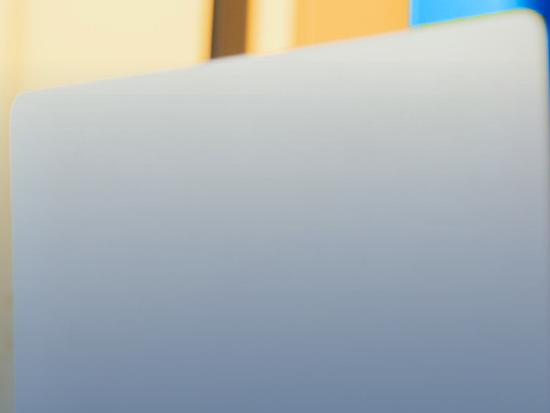
Our primary customer segment includes Malawian youths and professionals aged 18-45 who are budget-conscious and reside in urban areas.



This demographic values intellectual growth and personal development, often purchasing books for self-improvement or as thoughtful gifts for loved ones. Within this group, we target frequent readers and avid collectors, appealing to both those who read for pleasure and those who seek professional or educational enrichment.

MARKET RESEARCH & VALIDATION

Revival Bookstores has conducted a comprehensive market research and validation process using a mixed-methods approach





QUANTITATIVE RESEARCH

We analyzed the potential market size by examining various e-commerce factors, such as internet penetration and social media usage, along with demographic factors like population size, age distribution, income levels, and education



QUALITATIVE RESEARCH

To better understand customer pain points, needs, motivations, and expectations, we conducted a qualitative observational survey and interviews. Using WhatsApp as a minimum viable product (MVP), we tested the concept, gathering feedback that confirmed a strong preference for online shopping and e-books, spurred by increasing internet usage and demand for affordable, quality literature.

COMPETITIVE LANDSCAPE

Revival Bookstores operates in a competitive market dominated by online retailers such as Amazon, as well as local traditional bookstores such as Claim Mabuku, requiring the company to differentiate itself through Diversified Products such as Cheap Second Hand Copies, Journals, Workshops, Courses, Events etc

COMPETITORS

Revival Bookstores faces minimal direct competition as there are no digital bookstores in Malawi. However, indirect competition includes

TRADITIONAL BOOKSTORES

Physical bookstores cater to a niche market but often have limited selection and higher prices due to import costs and distribution challenges

INTERNATIONAL E-COMMERCE PLATFORMS

Although platforms like Amazon exist, they face barriers in Malawi due to payment and shipping challenges, limiting their accessibility

A young woman with dark skin and short hair tied back, wearing black-rimmed glasses and a patterned orange and white shirt. She is smiling broadly and has her right fist raised in a celebratory gesture. Her left hand holds a dark-colored book or tablet. The background is a solid blue.

COMPETITIVE ADVANTAGE

Revival Bookstores has a unique position as Malawi's first digital bookstore, with several key advantages

01 LOCAL FOCUS

Our platform is tailored to the specific needs and preferences of the Malawian market.

02 AFFORDABLE E-BOOKS

Lower prices make reading more accessible to a wider audience compared to physical books

03 CONVENIENT ACCESS

The user-friendly digital platform allows customers to browse and purchase books at their convenience

04 SUPPORT FOR LOCAL AUTHORS

We prioritize local authors, contributing to a vibrant Malawian literary community

05 UNIQUE MARKETPLACE MODEL

By connecting multiple bookstores and authors on one platform, Revival Bookstores offers customers a diverse selection of titles in one place

A young Black man with short hair and a mustache, wearing a white button-down shirt, stands in front of a wall covered in numerous colorful sticky notes. He is looking upwards and slightly to his right with a thoughtful expression. The sticky notes are scattered across the wall in various colors including blue, yellow, green, pink, and orange. The overall scene suggests a creative planning or brainstorming session.

IMPLEMENTATION & OPERATIONAL PLAN

WEBSITE & APP DESIGN

Revival Bookstores is collaborating with professional web developers to create a user-friendly website and mobile app. These will facilitate easy browsing, secure purchasing, responsive customer support, and feedback integration to enhance user experience. To protect content, the platform will prevent e-books from being downloaded, allowing access only through a user account.

INTERGRATION WITH BOOKSHOPS

We are partnering with various authors, bookstores, and local publishing houses to curate a diverse selection of books and e-books.

ONLINE PAYMENT SYSTEM

Revival Bookstores is acquiring APIs from banks like National Bank of Malawi and mobile money operators such as Airtel Money and TNM to offer seamless online payments.

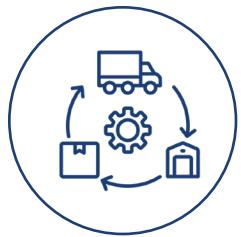
LOGISTICS & DELIVERY





COURIER SYSTEM SETUP

We are signing a Memorandum of Understanding with a prominent courier company, such as CTS Courier, to facilitate book deliveries nationwide.



INVENTORY MANAGEMENT

A digital inventory management system will track stock levels and orders, confirming delivery and ensuring customer satisfaction.

MARKETING STRATEGY



01

SOCIAL MEDIA & DIGITAL ADS

Revival Bookstores will utilize sponsored ads, social media posts, and influencer marketing to reach our target audience.

02

LOCAL PROMOTIONS & EVENTS

Revival Bookstores will utilize sponsored ads, social media posts, and influencer marketing to reach our target audience.

A black male professional with short, curly hair and a small stud earring in his left ear is shown from the side and slightly from behind. He is wearing a white button-down shirt with a blue lanyard around his neck. He is looking down at a laptop screen which is partially visible in the bottom right corner of the frame. The background is a blurred image of what appears to be a server room or a data center, with multiple server racks and glowing blue lights.

MONITORING & EVALUATION

Revival Bookstores' management team will hold weekly meetings to review automated sales data, analyze user engagement, and evaluate customer satisfaction. This data-driven approach will guide our strategic decisions for future growth and expansion.

FINANCIAL PROJECTIONS

Investment Requirements: An initial capital of **\$21,500** is required, allocated as follows:

ITEM	COST
Website and App Development	\$4,000
Branding and Marketing	\$6,000
Initial Salaries	\$5,000
Inventory and Logistics	\$3,000
Operational Costs	\$3,500

REVENUE PROJECTIONS

Year 1: Projected revenue of \$10,500, primarily from online book and e-book sales

Year 2: Expected growth of at least 50%, targeting \$22,000 in revenue as customer acquisition and loyalty increase

CUSTOMER BASE

Current: None (pre-launch phase)

Year 1 Projection: 2,000 registered users, with 1,000 active buyers

Year 2 Projection: 5,000 registered users, with 3,500 active buyers

EMPLOYEE STRUCTURE

Initial Team: 4 employees (1 Manager, 2 in Sales and Customer Service, 1 in Marketing, 1 in IT Support Services, 1 in Courier Logistics)

Year 2 Expansion: Team size to increase to 12, with 2 employees in each core function.