# Overview of the company

## Descriptions and company profiles

Booklovers is a bookstore in which several people sell books using its online platform. Since 2006, the company has extended its business in different parts of the world. Trust has been one of the biggest business objectives for Booklovers. Approximately 25 million books, articles, and novels are there in Booklovers. Teams have been created based on increasing the quality of customer services. Booklovers provides customers with reasonable prices. Booklovers does not take charge of its delivery. Book0 lovers allows its customers to give feedback on its services.

# Company hierarchy

There are several people associated with Booklovers. All of them have been given certain responsibilities to increase the competitive advantages of this company. According to Amy Van Artsdalen IGP (2017, p.35), a project needs cooperation from customers, sellers, buyers, employers, and web developers to make a new online bookstore. An organisation needs to involve its stakeholders for making teams successful. Work has been divided according to the experiences of employees. Different departments have been classified into verifying different needs of customers. Booklovers has its Chief Executive Officer (CEO) in the highest level of an organisational hierarchy. Under the CEO, there are several managers such as sales manager, marketing manager, business developers, and web developers. There are advertising managers and public relations managers under marketing managers. Several employees, such as data analysts, work under web developers, sales managers, and business developers. Figure 1 showcases responsible employees, employers, and their positions in the organisational hierarchy.

**CEO**

**Business developer**

**Web developer**

**Sales Manager**

**Marketing Manager**

**Employees**

**Public Relationship**

**Advertising manager**

**Figure 1: Organisational hierarchy**

(Source: Booklovers.com.au, 2020)

# Responsibilities and roles

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Position** | **Roles** | **Responsibilities** | **Information for contacting** | **Name** |
| Manager | Sales department | Sales managers need to look after the training process of new employees for teaching them product sales and sales transactions. | K170381@student.kent.edu.au | Lovepreet kaur |
| Manager | Marketing department | Advertising processes associated with products need to be supervised under this department. Feedback from customers and public relations management are also looked after in this department (PMI, 2017). | [K180739@student.kent.edu.au](mailto:K180739@student.kent.edu.au) | Sachin |
| Manager | Business development | This department is going to strategise business models as per international standards in online bookselling. | [K181274@student.kent.edu.au](mailto:K181274@student.kent.edu.au) | Harjeet singh kainth |
| Manager | Web development | This department allows control over website platforms. Systematic management of online platforms allows developers and data analysts to bring any changes. | [K19045@student.kent.edu.au](mailto:K19045@student.kent.edu.au) | Navpreet kaur |

**Table 1: Roles and responsibilities of different managers associated with the project**

(Source: Inspired by PMI, 2017)

***Web developers:*** Web developers are going to research the writing language of the new program for selling books on online platforms.

***Business developers:*** Business models of Booklovers need to be made as per international standards.

***Marketing managers:*** After opening new websites, these need to be advertised properly.

***Sales managers:*** Training needs to be provided for new employees before starting this new project