



Business Plan

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Contents

Executive summary	3
Company overview	4
Business structure.....	4
Nature of the business	4
Industry.....	4
Vision	4
Mission	4
Values.....	4
Background information.....	4
Business objectives.....	5
Team	5
Management Summary	5
Market analysis	6
Market size	6
SWOT analysis.....	6
Products and services	8
Customer segmentation.....	8
Marketing plan.....	9
Price	9
Product	9
Promotion	10
Logistics and operations plan.....	10
Suppliers	11
Production.....	11
Facilities	11
Equipment.....	11
Shipping and fulfilment.....	12
Inventory.....	12
Financial plan	12
Income statement	13
Balance sheet.....	13
Cash-flow statement	13

Executive summary

Books on book cafe will be a bookstore which will carry a large variety of books. This variety will allow us to reach the largest number of customers possible. Our goal by doing this is to make every customer comfortable and encourage them to stay awhile. We will also offer incentives to our customers to inspire loyalty. These will include coupons to regular customers and punch cards that will reward the customer with 25% off a book after the purchase of 10 books. Our target market is a customer base that is mainly universities, schools, and colleges. . We survey the market get the opinion of different people; they want the books at their door step due to the many reasons. As we see the competitors, there are no such competitors who are providing the books online .we are trying to deliver the book at time. Books cafe will strive to achieve the objectives. They are, become the leading internet student-to-student marketplace, attract 100000 registered used in a year, achieve 10,000 visits per month and establish sustainable profitability within a year. Overall, we conclude that our current products, services and banner ad strategy will ensure a strong market presence and continued revenue growth.

Company overview

Business structure

This is a partnership-based e-commerce business.

Nature of the business

We organized to selling books include 5 catercarry (education, kids, story, scientific, Religion) based on English and Sinhala language.

Industry

Online companies in the industry primarily retail a broad range of books, newspaper magazine, paperbacks and religious books. These goods are purchased from some international manufacture and wholesalers. But our business based on students , bibliophile, children and who loves to read books. So, we provide education, kids, story, scientific, Religion books.

Vision

“To become the leading brand in the world of E-business. And providing the books on your finger click like pizzas.”

Mission

We will continue to offer quality products and services using the best technology available and at a reasonable price. This results in highly loyal customers, while maintaining interest and company profits in mind. We also want to expand geographically, increasing the number of customers and to keep improving our main competitive advantage – infrastructure.

Values

We are providing the membership cards and, on this card, we are giving the discount to the card holder members.

Background information

This is a startup business in online. So we get a experience while we developing our business.

Business objectives

Books Cafe will strive to achieve the following objectives:

- Become the leading Internet book readers marketplace
- Attract 100000 registered users in a year
- Achieve 10,000 visits per month
- Establish sustainable profitability within a year.

Team

- ❖ Director of the company
- ❖ Financial advisor
- ❖ Marketing and web developing manager

Management Summary

The strength of Book cafe management team stems from the combined expertise in both management and technical areas. The Book cafe recognizes that additional staff is required to properly support marketing, sales, research, and support functions. Currently, The Book cafe is supported by three people with experience in e-commerce strategy, website architecture and design and graphic design. Additional employees may be required in the areas of senior level management, Web development, marketing, sales, human resources/recruiting, administration, customer support and other critical operational positions.

The Book cafe will utilize current college students to fill positions in the areas of regional campus marketing, local advertisement sales, administration, customer support other non-critical operational positions. These positions will be full-time, part-time and intern positions depending on the local market. Using current book readers will enable The Book cafe to receive inexpensive local employment and valuable market feedback from The Book cafe target market while also providing real world work experience to book readers.

Market analysis

Market size

When assessing the size of the market, your approach will depend on the type of business we are selling to book readers. If our business plan is for a small or a restaurant then we need to take a local approach and try to assess the market around our business. If we are writing a business plan for a restaurant chain then we need to assess the market a national level.

An ideal customer profile is a hypothetical description of the type of company that would reap the most benefit from our product. Our company tend to have the quickest, most successful sales cycle, the greatest customer retention rates and the highest number of evangelists for our brand.

A market trend analysis is an analysis of past and current market behavior and dominant patterns of the market and consumers. An important aspect of conducting a trend analysis for an organization is to obtain insights on the market scenario, consumer preferences, and the macroeconomic environment.

- ✓ Trends in Consumer Needs and Behavior
- ✓ Shifts in Consumer Perception of Value
- ✓ Trends in Industry Cost Drivers
- ✓ Change and Evolution of the Industry

SWOT analysis

SWOT consistent on the following elements.

Strength

Weakness

Opportunities

Threats

Here's an example.

	Positive	Negative
Internal	Strengths <ul style="list-style-type: none">✓ Highly visible website✓ High barriers to entry✓ Strong local store network	Weaknesses <ul style="list-style-type: none">✓ Lack of experience✓ Lack of awareness of e-business✓ Lack of motivation
External	Opportunities <ul style="list-style-type: none">✓ Increasing awareness✓ Increasing potentials in market	Threats <ul style="list-style-type: none">✓ New entrance✓ Economic instability✓ Tough competition with other online business

Competitive analysis

Other bookstore in online offers all of the following: a large variety of books, a comfortable setting. All of which we plan to provide. We will provide a comfortable setting in our store by offering sitting areas for both groups and individuals. We will make them comfortable to be in our store and regular customers will be rewarded with extra offers. We will do everything within our power to get them the product that they seek. We will do this by encouraging customers to begin a wish list. This list will include books that they are seeking but that we do not currently have in stock. We will keep our eyes out for this title and alert the customer before the book hits the shelf. Customers will have priority over a book that is on their wish list. Another thing that we will offer that we feel makes us more competitive is a yearly membership. None of the personally owned book stores in online currently offer a membership.

There are three overarching factors you can use to differentiate your business:

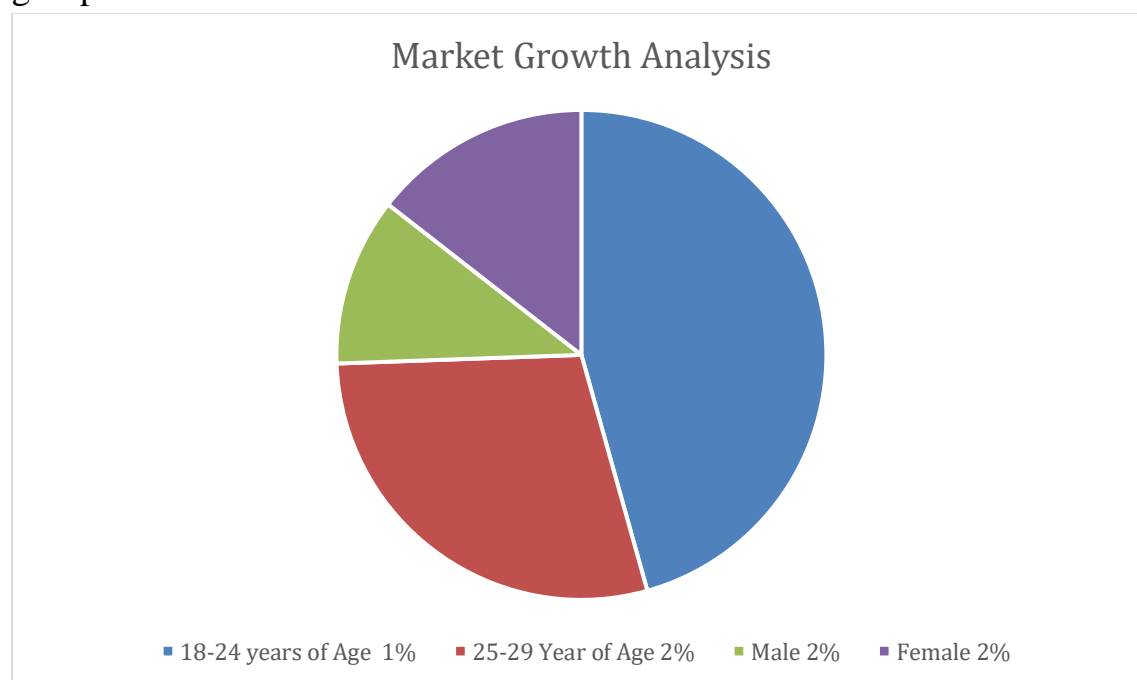
Products and services

The book cafe Store carries required books and supplies, reference materials, a selection of general interest and leisure reading material and local authors. We like to think we have everything you might need. We try to carry everything that you will need to be academically successful during your time at reading. And we carry products that are just meant to make your life easier, to entertain you, or to help you relax.

We also try to provide services to make your life easier. As always, if you have suggestions for products that you'd like us to carry or services you'd like us to provide, please let us know. For your convenience, the book cafe Store accepts cash, traveler's checks, personal checks, and credit cards (Mastercard, Visa and Discover).

Customer segmentation

The following table illustrates the future growth of rate of book worm by age group and sex.



This is a result of the customer segmentation .

		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Potential Customers	Growth					
18-24 years of Age	1%	28,400,000.00	28,684,000.00	28,970,840.00	29,260,548.00	29,553,153.00
25-29 Year of Age	2%	17,900,000.00	18,258,000.00	18,623,160.00	18,995,623.00	19,375,535.00
Male	2%	6,900,000.00	7,038,000.00	7,178,760.00	7,322,335.00	7,468,782.00
Female	2%	9,000,000.00	9,180,000.00	9,363,600.00	9,550,872.00	9,741,889.00
Total	1.55%	62,200,000.00	63,160,000.00	64,136,360.00	65,129,378.00	66,139,359.00

Marketing plan

Book cafe will attract customers by using a mixture of traditional and online advertising strategies to create a grassroots marketing campaign.

The Book cafe will recruit current customers to fill positions in the areas of books, local advertisement sales and implementation of a "grassroots" marketing campaign.

The following is a list of advertising and promotional channels The Book cafe will utilize:

- ✓ Posting Flyer in and around public place
- ✓ Direct Mailings
- ✓ Local newspaper advertising and insert Promotional item distribution
- ✓ Banner ads on select related sites with a significant level of traffic
- ✓ Links on related web sites
- ✓ Traditional media including direct mailings, magazines, radio and TV
- ✓ Registration with all the major search engines

Price

We will provide the books on the price of current market rate. And we will provide the discount that person who having the membership card

Product

We are selling book online. customers can provide their feedbacks and if they get a problems with their purchase books then they can compline and they can get a solution for their problems.

Promotion

We are introducing our company by advertising in newspapers, TV and distribution of brochure in universities schools and colleges.

Logistics and operations plan

In this changing digital landscape, bookstores are facing stiff competition, not only from other stores but also from e-books and libraries. Business is seasonal with 'back to school' being one of the busiest seasons. Embracing these smart marketing techniques can get customers to frequent your bookstore more often, regardless of the time of the year:

➤ Design creative bookmarks

Create well-branded bookmarks with your logo, to give to customers. When designed with proper branding and high-quality paper, bookmarks can be useful bookstore marketing tools. Bookmarks should include a listing address, website, social media page and any other additional information that markets your bookstore business.

➤ Social media

Many Independent bookstores nowadays attract more customers through the use of social media networks. Instagram and Facebook offer a significant opportunity for bookstore marketing. Integrate our print marketing campaigns with social media to connect with our customers.

Social media also offers an avenue for contests and giving lucky winners discounts or book prizes.

➤ Website

Today, even small and independent bookshops require a website. We can use our website to promote events and sell books. Share blog posts from our website through social media too. If we are not sure exactly what type of website will be best for us, Ellipsis Marketing can help us design and build one. Ellipsis Website program offers our business a domain and mobile friendly web page designs.

➤ Search Engine Optimization (SEO)

Be sure to apply the basics of SEO if we have a website so that we can be appear at the top of google searches for our location. With SEO, we make it easy deals for locals to discover our bookstore.

Use our website to get our bookstore in web searches. Write compelling content that other sites will link to. When many people share our content, Google and other search engines will rank we higher, making we reachable to our target audience. Donations, Giveaways, and discounts can help we built credibility with our local community, increase sales, at the same time help support a local charity campaign.

Suppliers

We are getting books from bookshop & directly deal with author of the books.

Production

It will take 7 days to produce the product to customer. It will start form shipped with in 12 hours. While we are getting a busy, we assign another person to take over that process.

Facilities

We are using Postal service to deliver the books and we have store in Colombo. Our team members working with that location and that particular place of the order.

Equipment

The website is designed with the needs of the book lovers. The Book café is built using technologies which will provide the flexibility to easily expand products and service offerings in the future. The Book cafe will initially host the website with an external web-hosting vendor thus reducing initial start-up cost. At a later date, The Book cafe may select to bring hosting in-house for better support and maintenance.

The Textbook Exchange, Auction, Classified, and User Administration software was purchased from Xcent Software, Inc and modified to support The Book cafe's business needs. The rights to the source code of the Xcent's software were included in the purchase price of the software. This will enable our programmers to customize the software to support The Book Cafe's growing business needs.

The Book Cafe website and databases are hosted by Atl-Connect Internet Services which guarantees 99.99% uptime. In addition to Web hosting, Atl-Connects provides site monitoring and statistical performance metrics that include uptime, page views, unique users, banner impressions, search keywords stats and link stats from other sites.

Shipping and fulfilment

Our process duration is 7 days if we missed that time to deliver the books then we will return back that price of book they paid.

Inventory

Book will offer a wide range of books. This includes just about every conceivable category including education ,kids, story, scientific, Religion and other types of books. We also offer a search and order service for customer seeking hard to find items and another think is some time we offer some time period for free reading availability to customer. (Very short) In future we will extend this period as well.

Financial plan

The following are the summarized points from the Books cafe financial plan. All charts and tables supporting these results are included in the appendix at the end of the business plan:

- The book shop will generate assertive revenues by the end of year one.
- The book shop will start reporting sustained profits during the 9th month of the 1st year.
- The book café will require an initial investment in capital finance the marketing campaign and launch strategy.
- The book shop will require additional investment to fund additional Web development, sales and marketing efforts and general operating expenses.

The ‘Book cafe’ will provide a complete book readers marketplace. Investment contacts have already been approached and their expressions of satisfaction and encouragement are numerous. We intend to continue our advances with more unique and effective business solutions for the the college & universities market. Based on the attached financial projections, we believe that this venture represents a sound business investment.

Income statement

It is a startup business.

Balance sheet

Assets	Liability	Equity
100,000 (cash)	100,000 (loan)	30,000 (rent)
300,000 (Computer)	30,000 (Creditor)	10,000 (Elect city)
50,000 (Stock)		200,000 (Salaries)
		50,000 (Profit)
		30,000 (Security)
350,000	130,000	320,000
	350,000	

Cash-flow statement

Pro Forma Cash Flow	Jan	Feb	Mar	Apr	May
Net Profit	6850	-24952	8339	36752	43097
Depreciation	1000	1010	1020	1030	1040
Change in Accounts payable	-22692	93431	58509	109308	122353
Current Borrowing(repayment)	0	100000	30333	-50000	45000
Increase (decrease) other liabilities	0	0	0	0	0
Long-term Borrowing (repayment)	-2942	-2962	97017	-3005	-3026
Capital Input	0	25000	0	0	300000

Subtotal	-17784	191527	195,218	94085	508464
Less:	Jan	Feb	Mar	Apr	May
Change in Accounts Receivable	163917	35549	91638	89729	115438
Change in inventory	7391	60936	109654	1386047	154543
Change in other short-term Assets	0	0	0	0	0
Capital Expenditure	25000	0	15000	0	50000
Dividends	0	0	0	0	0
Subtotal	-131526	96485	216292	228336	319981
Net cash Flow	113742	95042	-21074	-134251	188483
Cash Balance	169174	264217	242809	108559	297042