

CHAPTER 1: BUSINESS DESCRIPTION

1.1 Business name

The name I choose for the bookshop is **BOOK BLISS**.

The reason I chose this business name is:

- i. It is easy to remember – the name of the proposed business is memorable making it easy for customers to familiarize themselves with the bookshop easily.
- ii. It is easy to understand – the name makes the customer know that the business is about books thus, the business will cater to any books they aspire to get.

1.2 Owner Details

- Name:
The owner of the proposed business will be ANNE NJAMBI KIMATHI
- Age:
21 years old.
- Address:
The proposed business address will be;
P.O. BOX 28832-00200, Kabete, Nairobi.
- Occupation;
Business owner.
- Education/Professional Qualifications:
Information Technology Specialist
- Business Experience:
1 year.

1.3 The Business Venture

- Name of business:
Book Bliss.
- Location of business:
Kabete.
- Legal form of business:
The proposed business will be a sole proprietorship. It will be run and managed by one person; the owner. The reason as to why I chose sole proprietorship are;
 - i. This is because it is a small business that is yet to expand hence within the budget.
 - ii. This gives full control to the owner as I will be the one managing it.
 - iii. I will have direct contact with my customers making it easy for me to cater to my customers based on their interest and needs.
 - iv. It is beneficial where decisions are timely made since I don't need to consult others.
- Major activity of business:
The proposed business is used to sell books and stationery.
Most of the books stocked in the business are:
 - i. For education – reading and writing books.

ii. For entertainment – novels, motivational and colouring books.
The stationery sold in the business compliments the books; pens, pencils and erasers. Additional items sold are: files, stickers/ book labels, book covers, ream papers, sets and manila papers.

- Principal customer.
The principal customer for the proposed business are parents with children in school since the business supplies school books for the curriculum both in primary and high school.
- Location of customers:
Kabete.
- Amount to be invested by owners
The amount to be invested for the proposed business by the owner is Shs. 15,000. This amount will mostly be used in building strong, reliable and long-lasting shelves that will showcase all the books and stationery to be sold.
- Amount to be borrowed:
The amount to be borrowed from the bank is Shs. 55,000 which will be used to buy the business's stock.
- Total amount needed for the venture:
The total amount needed for the proposed business is Shs. 70,000 which will boost the business to successfully being well equipped to cater to my customer's needs and preference in all the books they would like to buy.

1.4 The Product/Service

- Name of product/service:
The proposed business will be offering the following services: Educational Books, Self Help Books, Stationery, Files, Stickers/ Book labels, Book covers, Ream papers, Sets and Manila papers.
- Features of product/service:
Some of the features of the proposed business are:
 - i. Diverse collection - wide range of genres of books, new releases and best sellers and rare books are offered.
 - ii. Comfortable ambience - the business has comfortable reading nooks that offer quiet zones with ambient lighting.
 - iii. Promotions & offers – loyalty programs are provided to frequent customers offering discounts and offers.
 - iv. Accessibility – online ordering and delivery will be available for customers making it easier for customers who live far from the bookshop.
- Benefits obtained from product/service:
Once a customer buys a total of five books and stationery, an extra service of covering the books will be done for free. I will ensure that all the customers will experience top-notch services and that the services offered will be service friendly.
- Unique features of product/service:

All books sold from Book Bliss come with customized bookmarks that the customers for a personal touch. This will be another way for marketing and branding the business.

1.5 Entry Plan

- **Competitive advantage of the business:**
The competitive advantage of the proposed business will be;
 - i. Sustainability by fair pricing where I will offer competitive pricing while ensuring fair compensation to authors and suppliers.
 - ii. Marketing and promotions – using social media I will create platforms for the bookshop to connect with customers and also promote the business with new arrivals and offers.
 - iii. Focusing on Unique selling Point, the proposed business will be promoting work from local talent and also offer a unique range of books catering to all genres.
 - iv. The business will also offer exceptional customer experience by adding personal touches to the service using the bookmarks and tailored recommendations of books to ensure customer satisfaction.
- **Weakness of competition:**
Weakness of competition for the proposed business is;
 - i. Accessibility – the business is located in a small town where there is lack of a parking space for customers which will be inconvenient for them since they have to look for nearby places for them to park.
 - ii. Pricing and promotions – since it is a small business, few discounts and promotions will discourage customers to buy items from the bookshop.
- **Pricing plan:**
The bookshop has arranged categories of books and their pricing as;
 - 1) New Releases and Best Sellers:
Hard covers: Ksh. 2500 – Ksh 4500.
Paper back: Ksh. 1500 – Ksh 2000.
E-book: Ksh. 500.
 - 2) Fiction and Non-fiction:
Hard covers: Ksh. 1500 – Ksh 3500.
Paper back: Ksh. 1000 – Ksh 2000.
E-book: Ksh. 500.
 - 3) Children's Books:
Hard covers: Ksh. 1500
Paper back: Ksh. 1000
E-book: Ksh. 500.
 - 4) Textbooks and Reference Books:
High School: Ksh. 3000 – Ksh 7500.
Primary: Ksh. 2500 – Ksh 5000.
 - 5) A4, A3 books: Ksh. 200.
 - 6) Notebooks: Ksh. 540

Seasonal discount during holidays and special occasions is: 10% - 20% off.

Bulk purchase discount is 5%-10% off each items bought.

Book covering is Kshs. 40 each book.

Gift wrapping comes at a cost of Ksh. 300.

- Plans to attract customers:

The proposed business has the following plans to attract customers from all parts of the city by;

- i. Use of social media to attract customers by active social media presence and maximum customer interaction.
- ii. Unique ambience and experience - the bookshop will be providing quiet reading spaces and coffee machines that can be used by the customers for coffee while reading to create a comfortable experience for readers in the bookshop.
- iii. Opening the bookshop in convenient hours; from 8am to 8pm to cater to all the customers' operating hours.
- iv. Wide book selection – from classics to new releases; most of the book stock will offer a wide range of options to book lovers from their interest and necessity.

1.6 Growth plan

- Trends which signal business growth:

Business growth for the proposed business is;

- i. Strong online presence – increase in community engagement and growing online orders will showcase business growth in social media.
- ii. An increase in customer volume and sale figures will boost the business to increase the stock to cater to all customers and further expand the business to a bigger building for adequate space.
- iii. Positive feedback from both social media customers and the customers visiting the shop frequently.
- iv. Successful events such as well attended book events like workshops and book signing.

- Opportunities arising from this trend:

- i. More working staff to accommodate the high volume of orders coming in into the business hence creating more work opportunities to the community.
- ii. High income for the business which can be used to pay off debts all while adding stock to the business.

- Plans to take advantage of the opportunities:

- i. Upgrade the shop's ambience by improving the reading areas with ambient lighting and a café offering refreshments for the regular customers
- ii. Strengthen the bookshop's social media presence by creating social media strategies that will maintain high engagement and optimizing the website making sure it is user-friendly and mobile applicable.

- iii. Adapt to the current industry trends and regularly adjust my services to meet the ever changing customers' preference.

1.7 The goals of the business

- Short term goals
 - i. Moving into a bigger premises to further expand the business where it will be a well-stocked bookshop and a café in one year or less.
 - ii. Hire a social media manager to focus on the online presence while I take on bigger projects of the business.
 - iii. Foster a sense of community by creating showcases for local authors promoting their books and having book signing events regularly that is free to give back to the community.
- Long term goals
 - i. Expand the bookshop by opening other branches in other regions such as Nakuru, Naivasha, Nairobi and Mombasa.
 - ii. Start yearly virtual conferences of bookshop workshops for authors all around the country and continent who are unable to physically do it due to distance.