

NewsJet

Every Issue in Every Issue

ON DEMAND SUBSCRIPTION BASED FLEXIBLE PRINT MEDIA SERVICE



The love for reading physical newspapers and magazines still exists and this new service that focuses not on unemploying newspaper vendors, but to take them together and incorporate technology to systemize this unorganized sector.

Prototype on
<https://anmolcooloo7.github.io/NewsJet/>



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अनुक्रमणिका

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NewsJét

Every Issue in Every Issue



INTRODUCTION



Britannica says "Newspaper, a publication issued at regular times that provides news, views, features, and other information of public interest and that often carries advertising.

As of 2019, there are 425 million readers in India alone. We know newspapers are something that is the first thing in the morning for crores, they are a tradition!

Besides news, there are opinion columns, weather forecasts, reviews of local services, obituaries, birth notices, crosswords, editorial cartoons, comic strips, and advice columns.

S.No	Periodicity	Number of Publications	Average Circulation
1	Daily	9750	225856735
2	Weekly	11252	94698202
3	Fortnightly	2997	18666704
4	Monthly	7472	42743427
5	Quarterly	677	2161520
6	Half-yearly	141	124081
7	Annual	121	936850
8	Others	314	1294854
	Total	32724	386482373
	Miscellaneous	214	3422799



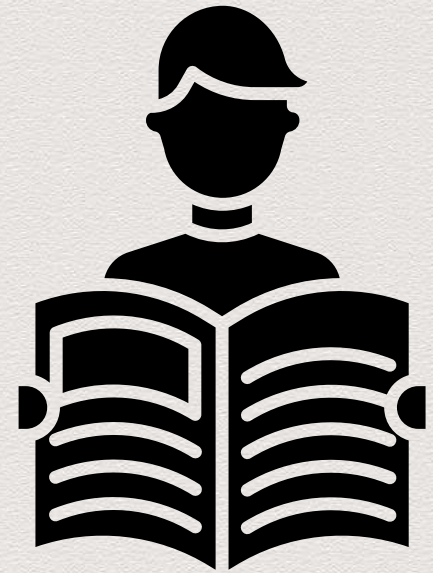
INTRODUCTION

What do we propose?

We would act as a middleman between the newspaper vendors and their customers.

The newspaper industry is quite unorganized in the sense of the final distribution of the newspapers.

Newsjét aims to provide our services through a digital platform that would benefit all the parties involved: the readers, the newspaper publishers, and the vendors.



The solution involves a digital platform where the customers can edit or add new newspaper subscriptions with the nearby vendors.

The readers can request items like magazines, different newspapers on occasions.

A thorough dashboard would also be there to provide both the parties all the details associated.

Newsjét are providing this solution not to steal the jobs of newspaper vendors; but rather on the contrary, promote newspaper-reading culture in the society by offering convenience and ease as well along with customized delivery.

Newsjét would charge the customers directly. Our monthly fees would be the mere cost of one or two newspapers and the additional service fee of the vendor which would be given in full to the vendor. We believe there is an unorganized market and we have identified it, and by offering the tool that would help everyone involved in the industry.

Newsjét would be just middlemen who would create values for ourselves, readers, vendors, and the publishing houses as well.

MARKET ANALYSIS

The Need

Let's answer a few questions:

- You move to a new city, how do you inform the nearby vendor?
- You are going on a trip, what happens to the delivered paper for the next few days?
- You are going to sleep on Saturday night, you want to read a new magazine issue, what do you do?
- There are some miscalculations that you think the vendor has done in the monthly bill, how do you clear the confusion?
- If you were a vendor, would you like something that could help you with your organizing your work?

More Insight:

- Dashboard for both the parties, here the vendors can see their sales data, and the customers can see their expenses and keep track of their reading material.
- Increased sales, would benefit the newspaper vendors as well as the publishing houses.



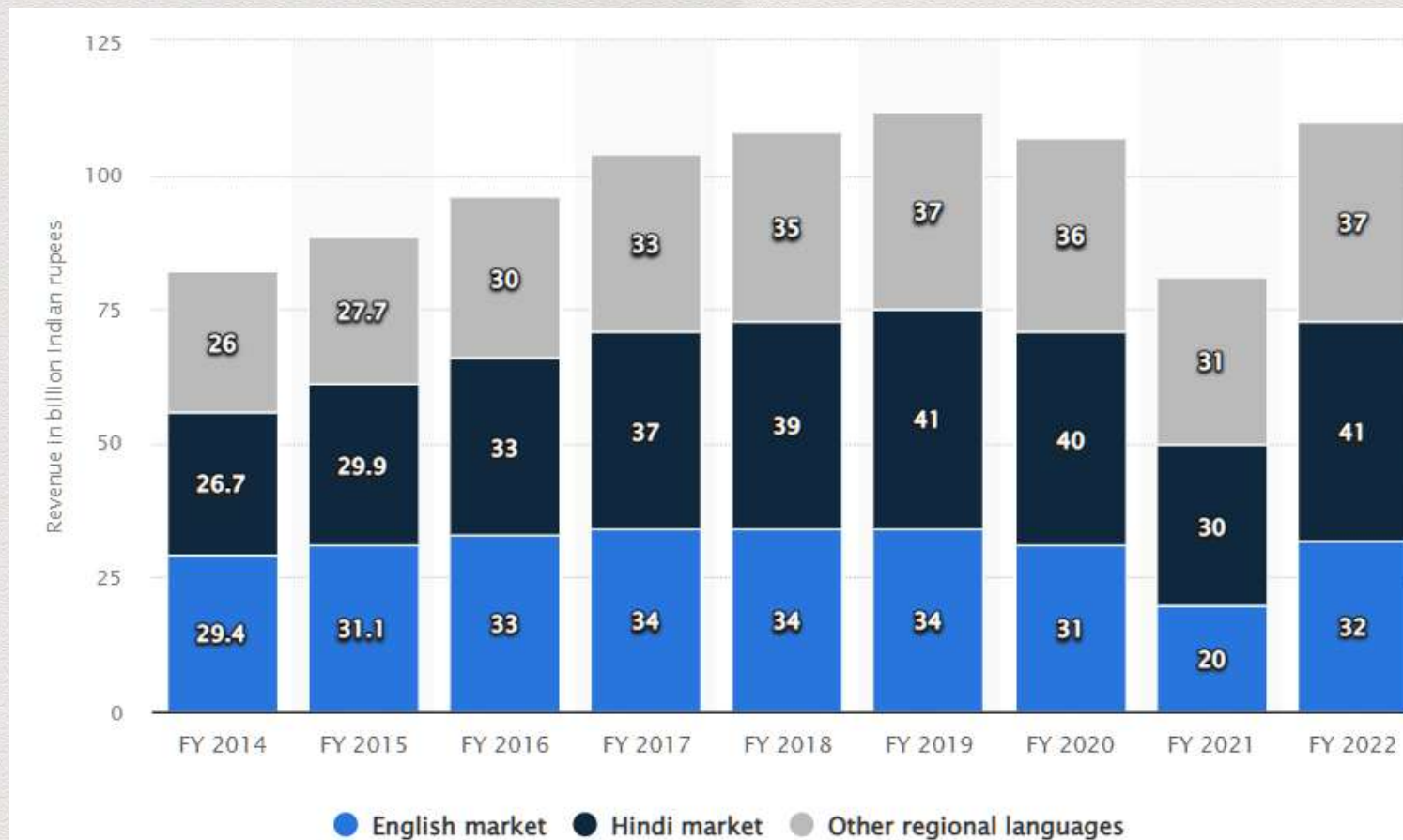
Other Players in Different Industries: Big Basket and Uber

These companies also profit on the same outline as ours. They act as an intermediary between the customers and grocery shops/cab drivers. The customers are willing to pay a tiny extra amount for the convenience and the shopkeepers and drivers are willing to pay for the extra business that they get.

Newsjét aim to take only small profits from the large market out there.

INDUSTRY SIZE

Let's talk Numbers



The number of registered newspapers as of 2020 is 143, 423.

The Indian government subsidizes newsprint products, which means that on average, newspapers in India cost less than your average expense on a cup of Tea.

Increasing literacy rates and the growth of media advertising are some reasons due to which India's news publications appear to be holding fast.

There are 26 crores of newspapers which are sold daily. For ease, let us assume that these newspapers are linked with distribution at least 5 crore households. Now if we consider that we collect a mere amount of 5 rupees as our monthly fees, that would account to be a whopping 25 crores of monthly revenue and 300 crores INR of annual revenue. Now, this is only one source of income, we would discuss other sources of revenue later.

COMPETITORS (KEY PLAYERS)

Direct Competitors (Natural Frame of Reference)

As the concept of smoothening out the newspaper delivery is new to the market, there are no direct competitors as of now. Though if we take a look at the overall Frame Of Reference, the subscription-based newspaper delivery done by big newspaper agencies like **Times**, the **Hindu Group**, and the **Indian Express** can be accounted as direct competitors. Other competitors that can be considered in the natural frame of reference are the local news delivery services like **Newspaperkart** and **Sulekha Newspaper Delivery Service**.

Indirect Competitors (Extended Frame of Reference)

There are many indirect competitors that satisfy the customers. The primary aim of newspapers is to provide information about the latest happenings around the world. The average consumer can get the same through any of the following sources which can serve in our extended Frame of Reference as Indirect Competitors:

- **E-news Apps and Websites:** With the advancement of technology, more and more of our world is getting digitalized. The same happened to newspapers and the e-newspaper division of many media giants like **Times of India**, **Hindustan Times**, **NDTV**, etc today provides news on the internet. News aggregation sites like **Inshorts**, **DailyHunt**, **Google News** also provide consumers with well-curated news content.
- **Televised News:** Digital media houses are well established on both national and regional levels. Different media giants like **NDTV**, **Zee News**, **Times Now**, etc. provide important and timely news to the viewers (customers) via their channels on television.
- **Social Media:** The majority of the Gen-Z and the Millennial generation are connected amongst themselves via different social media platforms like **Facebook**, **Twitter**, etc. These sites become the primary and one of the fastest carrier of news whenever some major event takes place.



FRAME OF REFERENCE



NATURAL



EXTENDED



Key partners

- Local Newspaper vendors
- Newspaper agency
- News Organizations

Key activities

- Partner with local newspaper vendors
- Managing customer details & needs
- Managing Payment

Key resources

- Newspaper Vendors
- Technology

Value propositions

- Organizing the cluttered newspaper and magazine delivery
- Efficient online payment system
- Attendance and easy subscription model
- Daily cancellation and full control
- All magazine delivery

Customer relationships

- 24/7 customer support
- Daily control of newspaper and magazine needs

Channels

- Mobile App
- Seller App
- Website
- Digital Platforms and Social Media

Customer segments

- People who want to manage daily cancellation
- People who want a magazine subscription
- People who want easy monthly payment without the need to keep a record of the newspaper delivered
- People who want temporary on-demand newspaper service

Cost structure

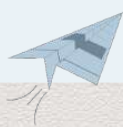
- Payroll expense for employees for delivery partners
- Technology development and deployment
- Maintenance Charge
- Advertising and Marketing cost

Revenue Stream

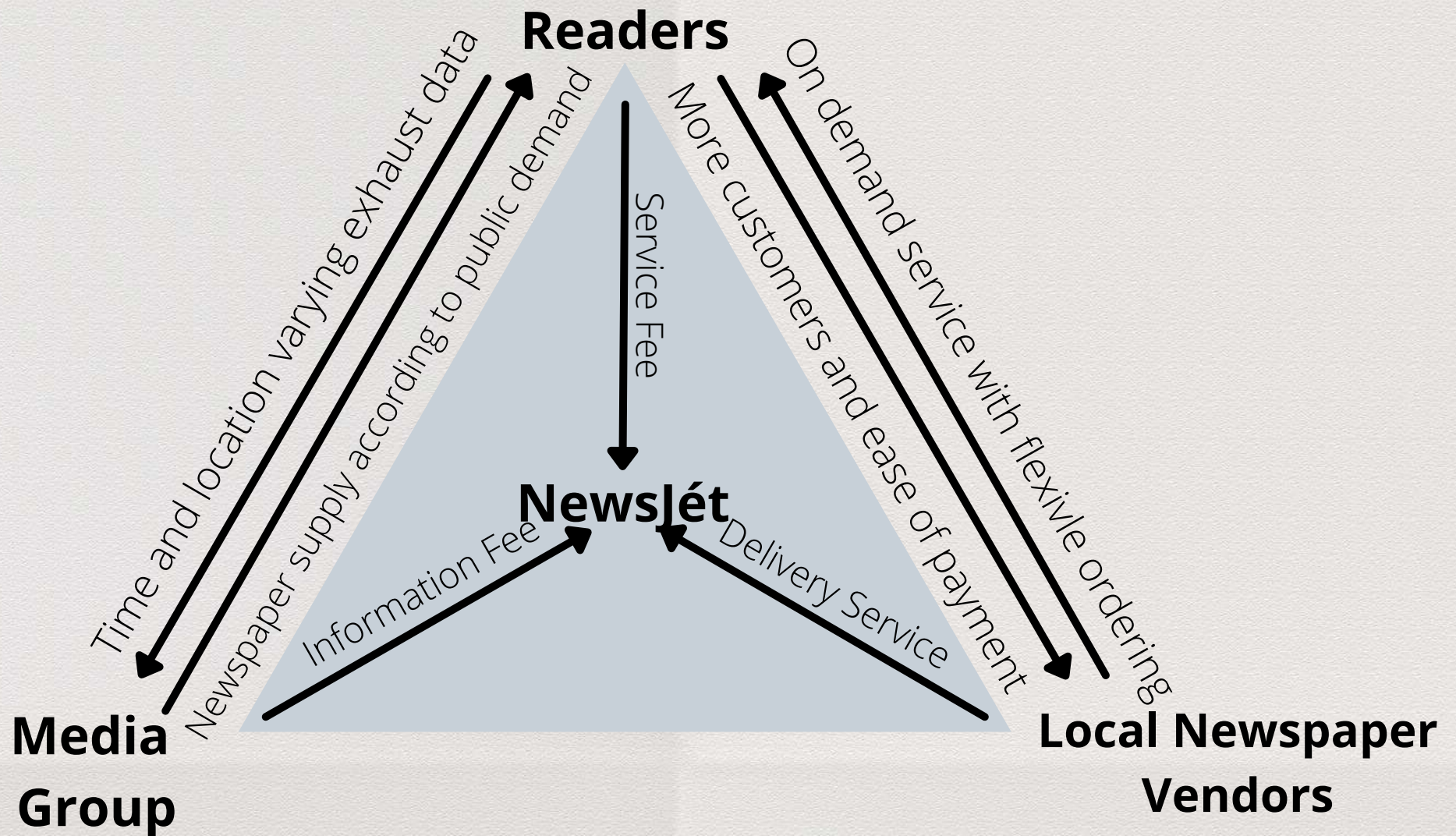
- Subscription fee
- Commission
- Providing Exhaust Data to Newspaper company
- Advertisement

Business Model Canvas

[NEWSJÉT]



BUSINESS MODEL



Revenue Generation

- Generally, customers pay a service fee to newspaper vendors. There is difficulty managing existing customers since there is a low margin. So even with slightest error in picking up excess paper results in overall loss bared by the vendor. By using NewsJét we organize the sector and even provide a quick increase in customers at a very minimal rate ranging from 5%-20% of the service fee.
- Exhaust data of customer demand can be used to predict the location and time-based market demand, which can help Media Group to supply newspapers and magazines accordingly. It can also help customers by getting easy access to their favorite print media For this information we will charge an information fee from the Media Group



USE CASES



- Readers get personalized sets of newspapers and magazines with features to micromanage daily consumption.
- If the user doesn't want the print media on a particular day, he/she can cancel the dates through App.
- New users or frequent travelers can quickly register and start their subscription ASAP. The nearest newspaper vendor is assigned to the user profiting both parties.
- Newspaper vendors get numbers about the type and quantity of newspapers and magazines to pick up from the retail market, and address and details of newly added along with existing customers.
- Automated attendance and Bill generation to avoid hassle between newspaper vendors and customers.
- Easy request of magazine hard to find in the city.
- Exhaust Data Analysis of Newspaper demand according to location and time is shared with media groups such they can manage their production and supply chain, benefitting the customers

MARKETING PLAN

POP/POD

Point of Parity

- Delivering Newspaper & Magazine
- Providing subscription service
- Convenient Billing and payment

Point of Difference

- Reaching to masses by including newspaper vendors
- Flexible subscription
- Diverse range of print media available on-demand

S - T - P



SEGMENTATION

From the market of people who seek information, we segment people who are interested in news either thorough paper or paperless medium



TARGETING

From the segment of people who seek news, we target people who are interested in print media.



POSITIONING

From the people who seek print media, we position as a flexible, subscription based on demand service.



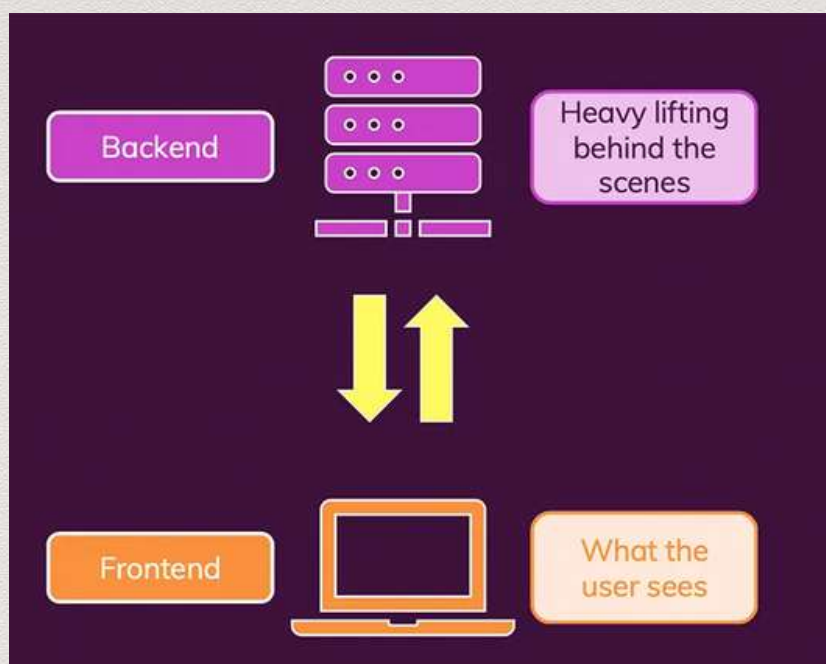
INFORMATION SYSTEM

NewsJét will be using the following Information systems so as to effectively and efficiently scale its operations through the means of digital technology while also keeping the needs and wants of the customer in mind. With the use of information systems, we will be able to make use of vast amounts of data and come up with a more user personalized system to satisfy the needs of our customers.

NewsJét's service of hassle-free delivery of newspapers and magazines will be available to the consumers through a mobile application as well as in the form of a website. A Seller app will be available to the newspaper vendor using which he would be able to fulfill the order of the customer.

Frontend

Frontend allows the consumer to interact with our service and use it to fit their needs. Two technologies, i.e. **React** and **React Native** is used for designing the frontend of the website and the mobile application. The reason for choosing React as our frontend for a website is because it is efficient, flexible, and is an open-source library with strong community support, and can be used to create complex interfaces easily. React Native is an open-source library for mobile apps and can be used to create for both IOS and Android it provides a slick, smooth, and responsive user interface while lowering load time dramatically.



Backend

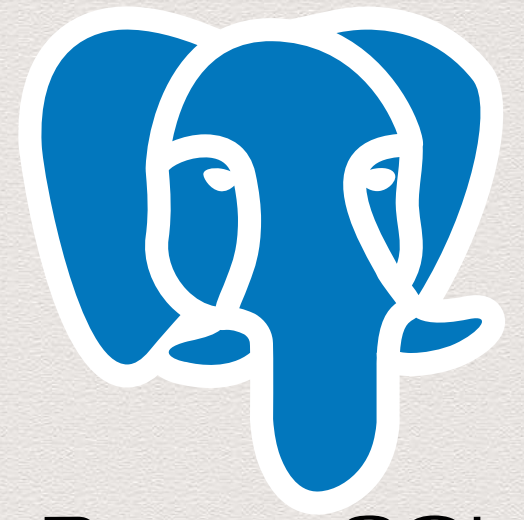
Backend is where the main logic of the application is kept. For the backend of our application, we used **NodeJS**, an open-source javascript framework, which is easy to use, light and scalable, and can handle a large number of simultaneous connections. It also serves as the connection with the database.



INFORMATION SYSTEM

Database

Here, the personal user data and that of newspapers, magazines, vendors, and other data required by our application is stored. We used **PostgreSQL** Database, a highly secure database that can handle large volumes of data and offers high performance while also maintaining data integrity.



PostgreSQL



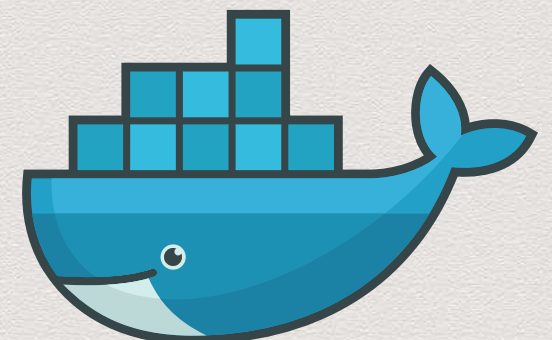
Cloud Service

Cloud computing provides a variety of resources such as storage, computing resources, hosting options that are flexible, scalable, secure, and can be made available all over the world. **Amazon Web Services**(AWS) is used for the deployment and hosting of our applications and for storage as it is very cost-effective, flexible, highly scalable and backed by amazon's massive

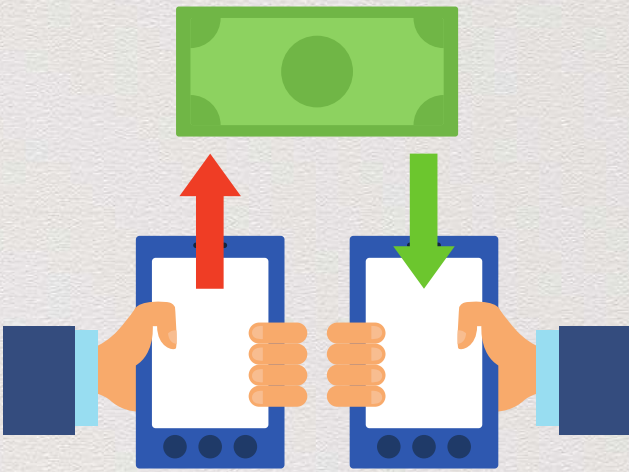
infrastructure, and easy to use. Amazon RDS for PostgreSQL is used instead of PostgreSQL as it makes it easier to set up, operate and scale it on the cloud.

Containerizing Application

Containerizing the application is useful as it reduces infrastructure costs, and also provides for a more agile infrastructure, and allows developers to make changes quickly without disrupting the application workflows. For containerizing the applications, **Docker** is used and the image file obtained can be deployed directly on Amazon ECS.



INFORMATION SYSTEM



Transaction Processing System

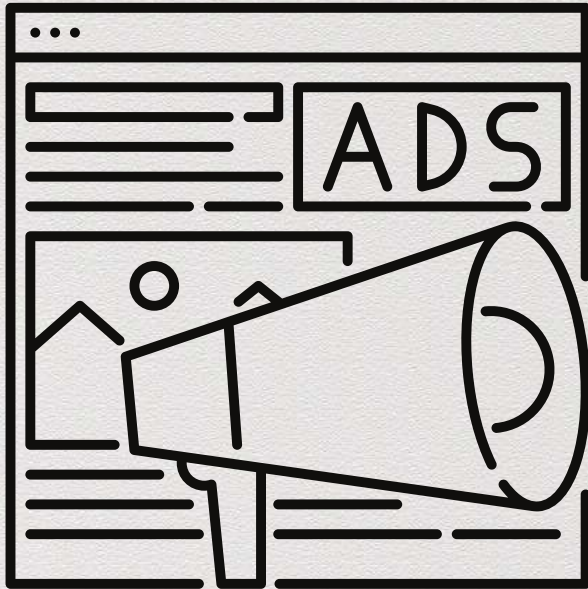
A secure payment gateway is important for processing the transactions taking place and should be robust. The payment method should also be easily available to the user and easy to integrate with our applications and hence we decided to use **Razorpay** Gateway for our task as it gives access to all types of payment modes such as UPI, debit and credit cards, and mobile wallets such as Paytm.

Customer Relationship Management System (CRM)

CRM enables an organization to collect data about customers and make it available to be better able to make decisions, it helps in identifying trends possible customers and also identify behavior patterns among them. It focuses on identifying customer needs by tracking them and thus improving customer satisfaction and retaining them. It helps in staying connected with the customers, and the feedback obtained from customers can also help improve the quality of services. This data and other user insights can be made available to newspaper agencies for a fee. AI-powered CRM can help drive faster and better decisions by recording user interactions. We will use the **Salesforce** CRM platform, an on-cloud CRM solution that is highly integrable and makes use of EinsteinAI, an advanced AI that helps gather better insights.



INFORMATION SYSTEM

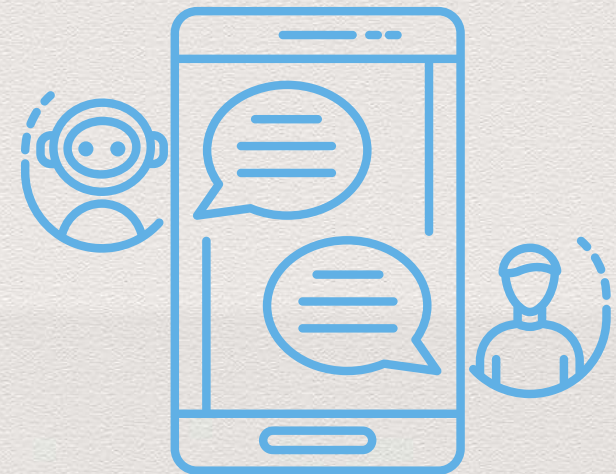


Personalized Advertisement System

Personalized recommendations for newspapers or magazines will be available on our application and allow vendors to give suggestions in advertisements. Insights gained from the CRM system employed will also be used to target specific segments of the consumers based on trends identified. **Google AdSense** will provide personalized advertisements and will serve as an additional source of revenue.

Chat Bot

A chatbot will be available to the user which can be used to make user interaction easier and speech can also be used for placing an order. This will also be beneficial for the differently-abled persons and language support will also be provided for various other languages such as Hindi, Marathi, etc. The chatbot developed by **Yellow.ai** will be used for our purposes.



Enterprise Collaboration System

For effective communications between the different teams, **Slack** will be used as it offers various features to facilitate collaboration inside an organization and improve communication and productivity while also offering an easy-to-use interface.

VALUE CONTRIBUTION OF IT



- We deploy our application on a third-party cloud and not on-premise so as to save up on the additional costs that come with the maintenance or servers on-premise. We are also able to make use of shared resources provided by AWS so as to allow our service to be available anywhere we need and thus scale cost-effectively and efficiently.
- With the use of an Enterprise collaboration system, flexible and constant exchange of information can be maintained inside the organization.
- With the use of UI/UX design, CRM and chatbot, the user experience can be personalized and more value can be added to the user of our service.
- Personalized Advertisement and user insights using the CRM provide further value to the organization and act as another source of revenue.
- The transaction processing system allows us to make online payment options available which are more robust and better recorded so as to avoid any discrepancy.
- The gathering of user insights using salesforce and AI provides for faster processing, data storage, and larger information distribution and saves in times and resources compared to if the same tasks would have been done manually.

RISKS INVOLVED

Any new Business or Startup when setting its foot into the market needs to a significant amount of risks that can hamper the strides it takes. Hence, knowing those risks and taking timely actions to prevent any harm is essential. Following are the major risks that <name> can face.

- **Financial Risk:** Like any other startup, we are going to raise some capital through angel investors and/or venture capitalist firms. According to our revenue model, the business will become profitable after some time, hence a financial risk is involved, and to raise capital, the same is to be conveyed to our investors
- **Human Resources Risk:** The human resources risk is two-fold in our case. To implement state-of-art technological architecture connecting readers and door-to-door newspaper vendors, a highly skilled and motivated set of engineers is required in our team. Hiring a candidate who lacks any of the previous is part of human resources risk. The other part of this risk is not being able to connect to newspaper vendors with basic literacy levels and/or those who co-operate with us.
- **Operational Risk:** We plan to provide flexible subscriptions to users, where they can decide about next morning's newspaper till midnight of the previous day. It is of huge importance to ensure clear communication amongst various entities of our business and ultimately satisfy each and every customer. A major risk is not being able to achieve this essential task of getting vendors and readers connected in synergy so that day-to-day operations function smoothly.
- **Market Risk:** As and when technology advances and people's daily lives become more fast-paced, reading the daily newspaper would become a tedious task for many. This is the reason for the existence of news aggregator sites like Inshorts as people like to get an overview of the news. As evident by Twitter trends of any major events, people are getting news about the latest events from social media sites like Twitter. Due to these factors, there is a risk of a fall in newspaper demand in the future. This can be a major risk for NewsJét, where in the there is no market for our business.



FUTURE & BEYOND

As the business rakes in more consumership and profits, the digital enterprise can tap into potential markets in the same field.



E-Newspaper

NewsJét will enter into partnerships with newspaper companies that offer them in digital format and will then offer it to our customers. We intend to carry on providing paper news while also offering more variety to our customers through this offering of e-newspapers.

Audio Newspaper

We intend to experiment upon and provide our readers with options to listen to the news directly from our app when reading is not feasible or convenient while still satisfying the need to be up to date with the latest events.



AI News summarizer

In future releases, NewsJét will also provide summarized news articles through the application of AI summarizers. This will enable users to get daily updates of current affairs in the least possible time.

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