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<script src="https://cdn.tailwindcss.com/3.0.0"></script> <script>tailwind.config = {  
corePlugins: { preflight: false } }</script> <div class='title-center text-left'>
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Module 6: Professional Performance

Team: Dan, Frank, Harry, Yuan

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Our Team

<div class='flow grid titled' style='grid-template-columns: 1fr 1fr'>

Dan

Project Manager

Background in IT, experience in project management

Harry

Accountant

Background in finance, experience in accounting and legal

Yuan

Business Analyst

Background in business, experience in data analysis

Frank

Our Client - Book Nook

- Located in a <highlight>suburban shopping centre</highlight>
- Profits and sales have <highlight>dropped drastically</highlight> in the <highlight>last three years</highlight>
- Facing the possibility of significant loss and <highlight>potential bankruptcy</highlight>
- <highlight>3 full-time staff</highlight> and <highlight>5 casual staff</highlight>
- Unable to <highlight>compete on price</highlight> with online booksellers
- <highlight>Limited marketing efforts</highlight> through <highlight>paid advertisements</highlight> and <highlight>monthly catalogues</highlight>
- Has <highlight>simple website</highlight> with basic information about the store

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Current Situation

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Book Nook SWOT Analysis

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Strengths

Local presence

Good location

Physical store

Weaknesses

Limited online presence

Limited marketing

High prices

Opportunities

Local community



Customer Profiles

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Sophie Williams





Why customers choose Book Nook

Popular amongst <highlight>older customers</highlight> who:

- Likes reading **hard copies**
- Supports **local** businesses
- Lives **nearby**
- Explores **gifting** options
- Wants to **educate** their children

Has a small community of <highlight>loyal customers</highlight> who:

- Regularly **visit the store**
- **Recommend** the store to friends
- **Subscribe** to the monthly catalogue

Human Resources

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Full-time: ~\$80,000/year average (inc. super, leave, bonuses)

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Manager

Make executive decisions, manage staff

Inventory Manager

Manage stock levels, orders

Admin

Manage accounts, payroll

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😊 Staff Profiles - Full-time

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Sarah Mitchell

Manager



😊 Staff Profiles - Casual

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Emily Harris

Marketing Coordinator

(1 day/week)



Financial Situation

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<highlight>Expenses</highlight>: From table above: \$360, 000 p.a.

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<highlight>Income</highlight>: ~35 books/day at \$20 each: \$245, 000 p.a.

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<highlight>Loss</highlight>: \$115, 000 in 2023; ~\$400, 000 since 2020 from
\$550, 000 initial budget.

<highlight>Projected bankruptcy EOFY 2025</highlight>.

Competitors

Mostly <highlight>Online Retailers</highlight>, e.g., Amazon, Booktopia, etc:

- **Wider selection** of products to choose from
- **Convenience** of online shopping
- **Lower prices** due to bulk purchasing from worldwide suppliers
- **Better shopping experience** with recommendations, shopping history
- **Easy payment** options (card, PayPal, etc.)
- **Lower operation costs**, no physical store, fewer staff

Some customers <highlight>read in store</highlight> but <highlight>buy online</highlight> at a different retailer for cheaper prices.

- **No policy** to prevent this

Marketing Efforts

<highlight>Limited</highlight>:

- Local newspapers advertisements
- Monthly catalogues new books

<highlight>Simple website</highlight> with basic information: [Book Nook](#)

- **Store location** and **trading hours**
- **Doesn't function** properly
- No **online store**

Book Nook

Your Cozy Corner for Books

[Home](#)[Catalog](#)[Events](#)[About Us](#)[Contact](#)

Welcome to Book Nook

Book Nook is your local independent bookstore, nestled in the heart of the city. We offer a carefully curated selection of books across all genres, from bestsellers to hidden gems.

Our Story

Founded in 2016 by book lovers for book lovers, Book Nook has been a cornerstone of the local literary community for over half a decade. We believe in the power of stories to inspire, educate, and transform lives.

What We Offer

- A wide selection of new and used books
- Cozy reading nooks for in-store browsing
- Regular author events and book signings
- Monthly book clubs for all ages
- Special orders for hard-to-find titles
- Knowledgeable staff to help with recommendations

Visit Us

We're located at 123 Bookworm Lane, Literary City, Gold Coast. Our hours are:

- Monday - Saturday: 10:00 AM - 5:00 PM
- Sunday: 11:00 AM - 3:00 PM

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Envisioning the Future State

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Customer Profiles

Sees a <highlight>wider reach</highlight>

<div class='timeline'>

Younger Audience

0-6: Children storybooks

6-18: Textbook

18+: Novels (Sci-fi), Manga, Manhwa, etc.

References

Friends

Family

Teacher

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Human Resources

<highlight>Retain</highlight> current team, but upskilled

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General Manager

Oversees launch + daily operations

Coordinates online & offline operations

Inventory Manager

Manages online inventory

Handling **online order**

Admin

Online transactions

Business Model

- Online store
- Diverse range of products

Online Marketing

- Presence on major social media platforms

Marketing Strategy

- Email marketing
- Community engagement
- Partnerships

Ideas for Improvement

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Online Presence

- **Website** improvements
- **Online store** with delivery options
- **Social media** presence
- **Email marketing** campaigns

Partnerships

- **Local schools** for book fairs
- **Local authors** for book signings
- **Local businesses** for promotions

Customer Experience

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Project "Turnaround"

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Modernised Online Presence

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Mission: *Increase online sales*

<highlight>Website</highlight> improvements:

- **Attractive** design
- **Showcase** new arrivals
- **Online store** with delivery options

<highlight>Email marketing</highlight> campaigns:

- Use **email lists** for promotions

<highlight>Social media</highlight> presence:

- Pages on **Facebook, Instagram**

Upskilled Staff

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Mission: *New systems training*

Training <highlight>sessions</highlight> and <highlight>documents</highlight>

<highlight>Customer service</highlight>

- **Knowledge** of new products
- **Upselling** techniques

<highlight>Digital sales</highlight>

- **Online store** operations
- **Email marketing** techniques

Project Execution

Widened Audience Range

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Mission: *Increase customer base*

<highlight>Wider</highlight> selection of books:

- **Educational** books for schools
- **Specialty** books for niche markets, e.g., graphic novels, manga

<highlight>Expanded</highlight> customer base:

- **Younger** customers
- **Students** from local schools

Project Execution

Budget: \$10,000



Enhanced Customer Experience

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Mission: *Increase customer loyalty*

Community <highlight>engagement</highlight>:

- **Book clubs, readings**
- **Author signings**
- **Book fairs** with local schools

<highlight>Loyalty</highlight> program:

- **Discounts** for regular customers
- **Gift vouchers** for gifting options

Project Execution

Timeline

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August 2024

Research & Recruitment

September 2024

Website Improvements & Social Media

October 2024

Online Store Launch & Partnerships

November 2024

Email Marketing & Loyalty Program

December 2024

Wider Selection & Specialty Books

Costs

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Project Launch

Digitalisation: \$7,500

Training: \$5,000

Product Expansion: \$10,000

Community Building: \$2,500

On-going Operation

Unchanged:

Rent: \$36,000

Utilities: \$2,400

New:

... \$257,000

Benefit Realisation

Increased sales by 110% at EOFY 2025, and **keeps increasing** as community grows

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50%

Marketing efforts

30%

Online presence

20%

Wider products

10%