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Module 6: Professional Performance

Team: Dan, Frank, Harry, Yuan

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Our Team

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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 *Resource Coordinator* Background in HR, experience in resource management

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Our Client - Book Nook

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

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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

Online presence

Partnerships

Threats Reduced profits

Bankruptcy



Why customers choose Book Nook

Popular amongst **older customers** who:

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

Has a small community of **loyal customers** who:

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

Human Resources

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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Casual: ~\$25/hour

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Marketing Coordinator (1d / week) Handle marketing efforts

Digital Marketer (1d / week) Manage online presence

Financial Situation

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

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<mark class='highlight'>Income</mark>: ~35 books/day at \$20 each:

\$245, 000 p.a.

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

<mark class='highlight'>Projected bankruptcy EOFY 2025</mark>.

Competitors

Mostly **Online Retailers**, 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 **read in store** but **buy online** at a different retailer for cheaper prices.

- **No policy** to prevent this

Marketing Efforts

<mark
class='highlight'>Limited</mark>:

- Local newspapers advertisements
- Monthly catalogues new books

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

- **Store location** and **trading hours**
- **Doesn't function** properly

Book Nook

Your Cozy Corner for Books

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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