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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'>
```

## Module 6: Professional Performance

**Team:** Dan, Frank, Harry, Yuan

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# Our Team

<div class='flow grid' 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 *Marketing Coordinator*** Background in marketing, experience in digital marketing

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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