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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 <highlight>IT</highlight>, experience in project management

Harry

Accountant

Background in <highlight>finance</highlight>, experience in accounting and legal

Yuan

Business Analyst

Background in <highlight>business</highlight>, experience in data analysis

Frank

Our Client - Book Nook

- Located in a <highlight>suburban shopping centre</highlight>
- Sells a <highlight>general</highlight> range of books, e.g., self-help, cookbooks, fiction, etc.
- 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> across a diverse range of customers

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Younger Audience

- **0-6:** Children storybooks
- **6-18:** Textbook, comics, etc.
- **18+:** Novels (Sci-fi), Manga, etc.

References

- **Friends** (current)
- **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** all operations

Inventory Manager

- **Manages** online inventory
- Handling **online order**

Admin

Business Model

<div class='timeline'>

<highlight>**Adaptable**</highlight>

Change **range of product**

Events

Collaboration

<highlight>**Flexible**</highlight>

Customer **preferences**

Seasonal **events** and **products**

<highlight>**Interactive**</highlight>

Customer **surveys**

Point system

Marketing Strategies

Is a **well-known** and **trusted** local brand

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Strong online status

- Modern **website**
- **Social media** presence (~100k followers)
- **Email** marketing

Loyalty based

- **Loyalty program**
- Encourage **referrals**
- **Discounts** for regular customers

Book requests

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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Objectives

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▮ Increase **sale** and **revenue**

▮ Widen **customer base**

▮ Enhance **operation efficiency**

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Most importantly <highlight>avoid bankruptcy</highlight>



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

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

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

Benefit Realisation

Increased sales by 110% at EOFY 2025, and <highlight>keeps increasing as community grows</highlight>

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50%

Marketing efforts

30%

Online presence

20%

Wider products

10%