<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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# **Purpose & Overview of the Assessment**

- Teams are given a project to be completed over several weeks.

- Facilitators provide time during class sessions for teams to have weekly discussions and work towards a solution to a scenario problem.

- Each group submits an Ideas Brief and a Team Performance Report (Assessment Task 1).

- Each team member reflects on their individual performance through an Individual Participation and Reflection Report (Assessment Task 2).

- While the facilitator is available for advice and direction, teams are expected to manage themselves.

- Limited time is given in class to complete the project, with additional work expected outside of class.

# The Scenario: Project "Turnaround"

- You and other recent international graduates have established a **small business advisory company**.

- Your business provides innovative and profitable advice to businesses in your local area.

- **Local Books Bookstore Pty Ltd** is your first customer.

- They are seeking your advice and ideas on how to turnaround their failing business.

# Background of Local Books Bookstore Pty Ltd

- Located in a <mark class='highlight'>suburban shopping centre</mark>

- Profits and sales have <mark class='highlight'>dropped drastically</mark> in the <mark class='highlight'>last three years</mark>

- Facing the possibility of significant loss and <mark class='highlight'>potential bankruptcy</mark>

- <mark class='highlight'>3 full-time staff</mark> and <mark class='highlight'>5 casual staff</mark>

- Unable to <mark class='highlight'>compete on price</mark> with online booksellers

- <mark class='highlight'>Limited marketing efforts</mark> through <mark class='highlight'>paid advertisements</mark> and <mark class='highlight'>monthly catalogues</mark>

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# Current Situation

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# Our Team

<div class='flow grid h-full' style='grid-template-columns: 1fr 1fr'>
**Dan** Project Manager

**Harry**

**Yuan**

**Frank**
</div>

# SWOT

&lt;div class='flow grid h-full' style="grid-template-columns: 1fr 1fr"&gt;

**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

# 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

# Financials

<small>

</small> <div style='display: flex'> <div style='flex: 0.5'>
<mark class='highlight'>Expenses</mark>: From table above:    $360,000$ p.a.

</div> <div style='flex: 0.5'>
<mark class='highlight'>Income</mark>: ~35 books /day at $20 each:
$245,000$ p.a.

</div> </div>
<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 <mark class='highlight'>Online Retailers</mark>, 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

# Marketing

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

- Local newspapers

- Monthly catalogues

<mark class='highlight'>Simple website</mark> with basic information.