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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.

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Current Situation

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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 *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

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

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

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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.

Marketing

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