```
<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

</div>

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 Resource Coordinator Background in HR, experience in resource management
</div>

Our Client - Book Nook

- 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>

<div class='title-center'>

Current Situation

</div>

Book Nook SWOT Analysis

<div class='flow grid h-full' style="grid-template-columns: 1fr 1fr">

Strengths Local presence

Good location

Physical store

Weaknesses Limited online presence

Limited marketing

High prices

Opportunities Local community

Online presence

Partnerships

Threats Reduced profits

Bankruntcy

Why customers choose Book Nook

Popular amongst <mark class='highlight'>older customers</mark> who:

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

Has a small community of <mark class='highlight'>loyal customers</mark> who:

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

Customer Profiles

<div class='flow rows small-img' style='font-size: 24px'>

Sophie Williams



Human Resources

Full-time: ~\$80,000/year average (inc. super, leave, bonuses)

<div class='flow rows'>

Manager Make executive decisions, manage staff

Inventory Manager Manage stock levels, orders

Admin Manage accounts, payroll

</div>

Casual: ~\$25/hour

<div class='flow grid' style='grid-template-columns: 1fr 1fr'>

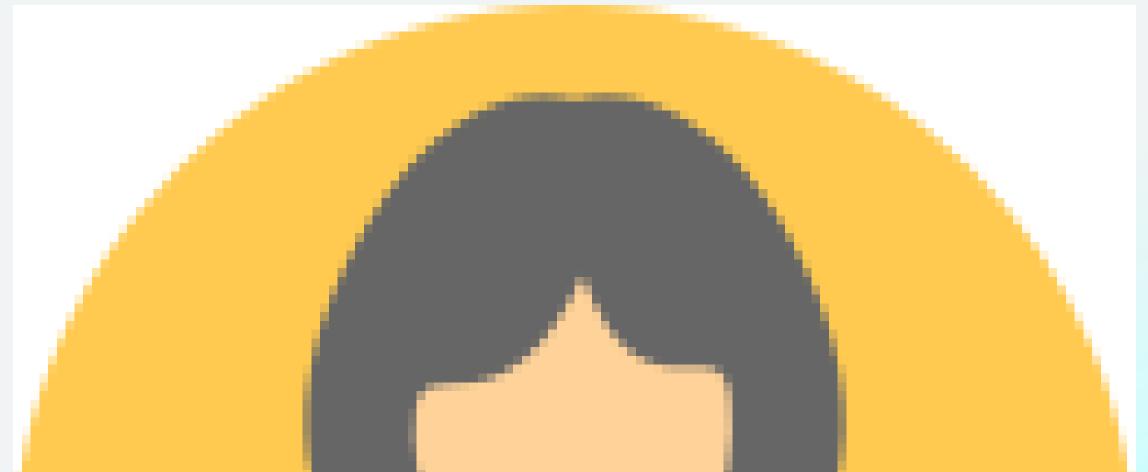
Marketing Coordinator (1d / week) Handle marketing efforts

Digital Marketer (1d / week) Manage online presence

Staff Profiles - Full-time

<div class='flow rows small-img' style='font-size: 24px'>

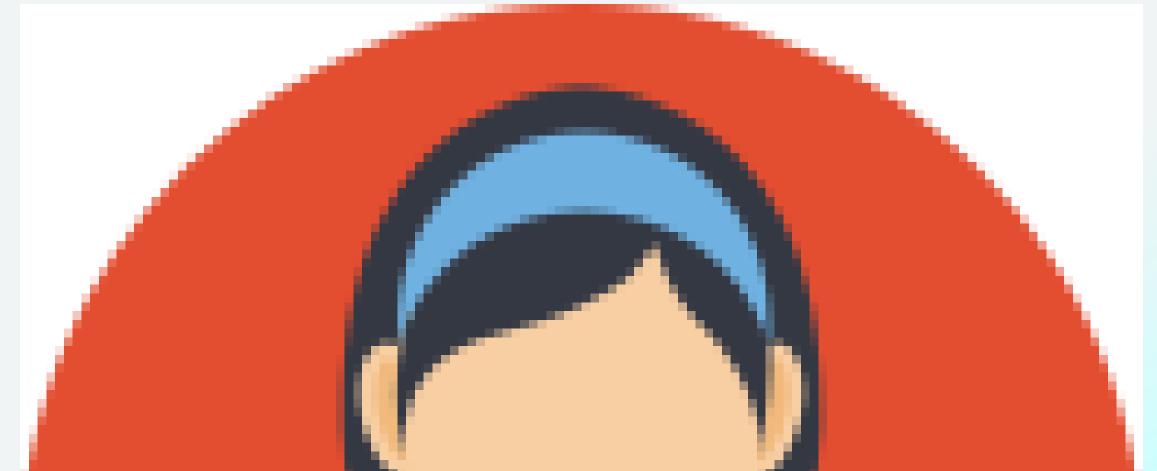
Sarah Mitchell *Manager*



Staff Profiles - Casual

<div class='flow rows small-img' style='font-size: 24px'>

Emily Harris *Marketing Coordinator (1 day/week)*



Staff Profiles - Casual (cont.)

<div class='flow rows small-img' style='font-size: 24px'>

Alex Roberts Storekeeper



? Financial Situation

```
<small>
</small> <div style='display: flex'> <div style='flex: 0.5'>
                                                              $360,000 p.a.
<mark class='highlight'>Expenses</mark>: From table above:
</div> <div style='flex: 0.5'>
<mark class='highlight'>Income</mark>: ~35 books/day at $20 each:
  $245,000 p.a.
</div>
<mark class='highlight'>Loss</mark>: $115,000 in 2023; \sim$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

Some customers <mark class='highlight'>read in store</mark> but <mark class='highlight'>buy online</mark> 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

Home Catalog Ev

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