



Sinhgad Institutes

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Case Study No.2

**Online Book Marketing Service, Online Photo Editing
Service**

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Online Book Marketing Service

Online book rental refers to a service wherein users rent books via the internet. Users browse books online and have their choices home-delivered, rather than physically visiting a library to borrow a book. This e-commerce model is very similar to the popular video rental service provided by the California-based Netflix. Online book rental is gaining popularity in India, with a number of websites offering free doorstep delivery for a small monthly fee. The popularity of such websites can be attributed to increasing internet usage in the country; India is expected to have the third-largest number of internet users in the world by 2013. Statistics for the publishing industry are also promising. India is the world's third-largest market for English books, and its entire book market — in English, as well as regional languages — is estimated to generate Rs. 10,000 crore annually. The online book market in India is expected to grow at 30–35% annually for the next five years.

Rental system

Online book-rental services save time by delivering books to a member's home or office. In addition to convenience, the service also offers an ease-of-use benefit; membership on most websites involves a simple registration form and payment through bank transfer or cash on delivery. This is important in a market that does not yet trust internet-based monetary transactions. Once membership is paid the user logs in to browse books, and clicks the "rent" button to receive the chosen books at home. The books are collected when the user logs in to indicate that he or she has finished reading. Another advantage of online rental services is that most do not have any due dates or late fees; borrowers may keep books for as long as they wish, provided they pay the regular subscription. This era is changing, edits being made with education book selling. Engineering books are often taken on rent for a semester or 2 and returned after use. With the online space roaring, newer start ups have emerged in online book renting. In engineering book stores, you order books and pay Cash on Delivery, after usage you collect back up to 70% of the invoice back.

Presence

Online libraries and rental companies have come with a national presence and are trying to reach other smaller cities by using courier companies and the postal service to deliver books. These new ventures have become popular with the trend towards internet-based marketing; almost all have their own blogs and Facebook pages. Ventures like Pustakkosh, Justbook. are major national level players in Indian online book rental scenario.

Electronic versus print books

There is speculation as to the survival of these ventures, as more people use Amazon Kindle and read books online. However, most book-lovers prefer a physical book, and this is the premise on which these new ventures are based. Their success remains to be seen; however, they offer a ray of hope for young professionals in the country who currently lack access to books. Apart from the metropolitan areas, most cities and towns in India do not have good, well-stocked public libraries. For the residents of these cities, such ventures may offer an economical way to bridge the gap.

Online Photo Editing Service

Professional Photo Editing Services Online

Elevate the level of your photographs with full-cycle photo editing services from SunTec India. As a leading photo editing service provider in India, we combine

creativity with advanced technologies to create extraordinary results personalized to your requirements and delivered within 24 hours.

Leverage our specialties for your business. Outsource photography editing services to us and drive better ROI and results cost-effectively.

Image Stitching

We combine multiple images to create a segmented photo while maintaining high resolutions, high quality, and preferred alignment.

Photo Retouching

With a wide range of retouching tools, we can fix and modify portraits and product photos, bringing out their flawless side while removing unwanted elements.

HDR Implementation

We combine multiple images of different exposures through High Dynamic Range (HDR) photo editing services and create a single, desirable outcome.

Perspective Correction

Qualified photo editors from SunTec India fix any perspective and plane distortion in your images, creating a flawless look-alike for the real-world object.

Color Correction

With our professional image editing services, make your images eye-catching with a balanced tone, shade, brightness, and hues.

Photo Manipulation

Transform your images via stellar effects, different backgrounds, etc., with our online photo editing services and give them an extra nudge towards perfection.

Photo Restoration

As a part of our professional photography editing services, we repair scratched, strained, torn, or faded photos or missing sections into perfect digital copies of their original self.

High-End Retouching

We perform high-end retouching for particular client requirements, adhering to standards followed by internationally acclaimed magazines and websites.

As a leading photo editing service provider in India, we offer our clients the umbrella of security, stability, and excellence, wrapped within a proven operational model. Every photo is transferred after being encrypted. We practice authorized access. In addition to our image editing services, we also provide customizations, like the following.

- Adding, removing, and replacing objects/people from the photograph
- Adding/removing/correcting background
- Improving picture quality
- Improving resolution and lighting
- Brightening key elements
- Adjusting tones & contrasts
- Correcting/modifying orientation
- Merging objects/people into pictures
- Adding/removing the border, watermarks, signatures, shadows, etc.
- Enhancing features and figure
- Image resizing for thumbnail, standard, and zoom view
- Removing acne and freckles
- Fixing skin texture, skin tone, lip color, teeth whitening, etc.
- Removing stray hairs, shadows, glares, etc.
- Improve body figures
- Merge multiple photos

Professional Image Editing Services for Special Effects

At SunTec India, we provide photo retouching services that match your preferences. As you outsource image editing services to our company, you get access to various special effects, transformations, and creative graphic design ideas for a wide range of photography techniques.

Drone Editing

We provide professional online photo editing services in India for all kinds of drone imagery, fixing shadows, skylines, perspective distortion, and strange color hues, all at once.

Video Editing

Our leading video editing team changes video elements to fit your preferences, provides animations, subtitles, clips, crops, and adjusts frames, etc., to ensure a seamlessly flowing outcome.

360-Degree Motion Editing

Our 360-degree motion editing team fixes errors like shifting misalignment, frame ghosting, image stitching, etc. while offering high-quality outcomes.

2D & 3D Design Editing

We offer highly accurate 2D and 3D design editing services at competitive prices, equipped with high-standard animation and life-like models.

How Should I Choose A Company That Provides The Best Photo Editing Services Near Me?

To find a decent digital photo editing service provider near your business, you can follow this simple process.

- Go through their websites and shortlist them based on their o Portfolio o Turnaround time o Reviews o Technology o Cost
- Google (or use any browser to search) ‘Photo editing services near me’
- Note down the top few business names shown in the results
- Connect with the shortlisted choices and ask for sample work to better assess their quality and expertise in your niche
- Contact your final choices and negotiate the project price, timeline, and resources

Bear in mind that proximity to the physical location of your business has very little to do with high-quality work. You can easily manage the project and get outstanding results even if you outsource to any good photo editing companies for photographers, so long as they pass the checklist we shared.