**Book Publishing Service**

The company *Expression* is a book publishing service. To attract independent authors to submit their work, the company calls for manuscripts on various social media twice a year. It is also done in the monthly newsletter that the company sends to its subscribers. Thereafter, Expression evaluates the submitted manuscripts, and the best ones are selected to be published. Following the receipt of the manuscripts, the staff evaluates them while making notes on the text. Based on their quality and novelness, Expression selects the manuscripts. The staff sends follow-up messages to the selected authors, and feedback to those who currently do not fit the criteria. After evaluation, Expression handles the expenses for book publishing. The format of the book, paper or digital, is crucial for the total expenses. Approved manuscripts will proceed to be published. Besides the traditional way of publishing services, Expression enables self-publishing services. The previous generates the revenue from selling the books. The latter receives both money from the author and the book sales. Once the book is published, the Expression pays the author royalties.

Expression has several departments for certain functions. The editorial department manages proofreading, typesetting, and printing. The layout is decided upon and the text is edited. The logistics department handles storage and shipping. Expression stores the books in paper format and ships them to customers all around the world. In addition, the company manages digital versions of the books. The store department manages Expression’s physical bookstore. This unit is also responsible for collaborating with reselling companies. For business development, Expression continually generates the leads, manages the collaboration with its customers and reselling companies while organizing various on-site and off-site events.

**Core Business Functions**

1. Manage manuscripts
2. Handle expenses
3. Manage revenue and royalties
4. Manage proofreading
5. Manage typesetting
6. Manage printing
7. Manage storing
8. Manage shipping
9. Manage bookstore
10. Manage collaborations with resellersmir