

Digital Transformation Course
(Academic Year 2023/2024)

Make independent Bookshops more pandemic-resistant using Digital Transformation

Group 17:

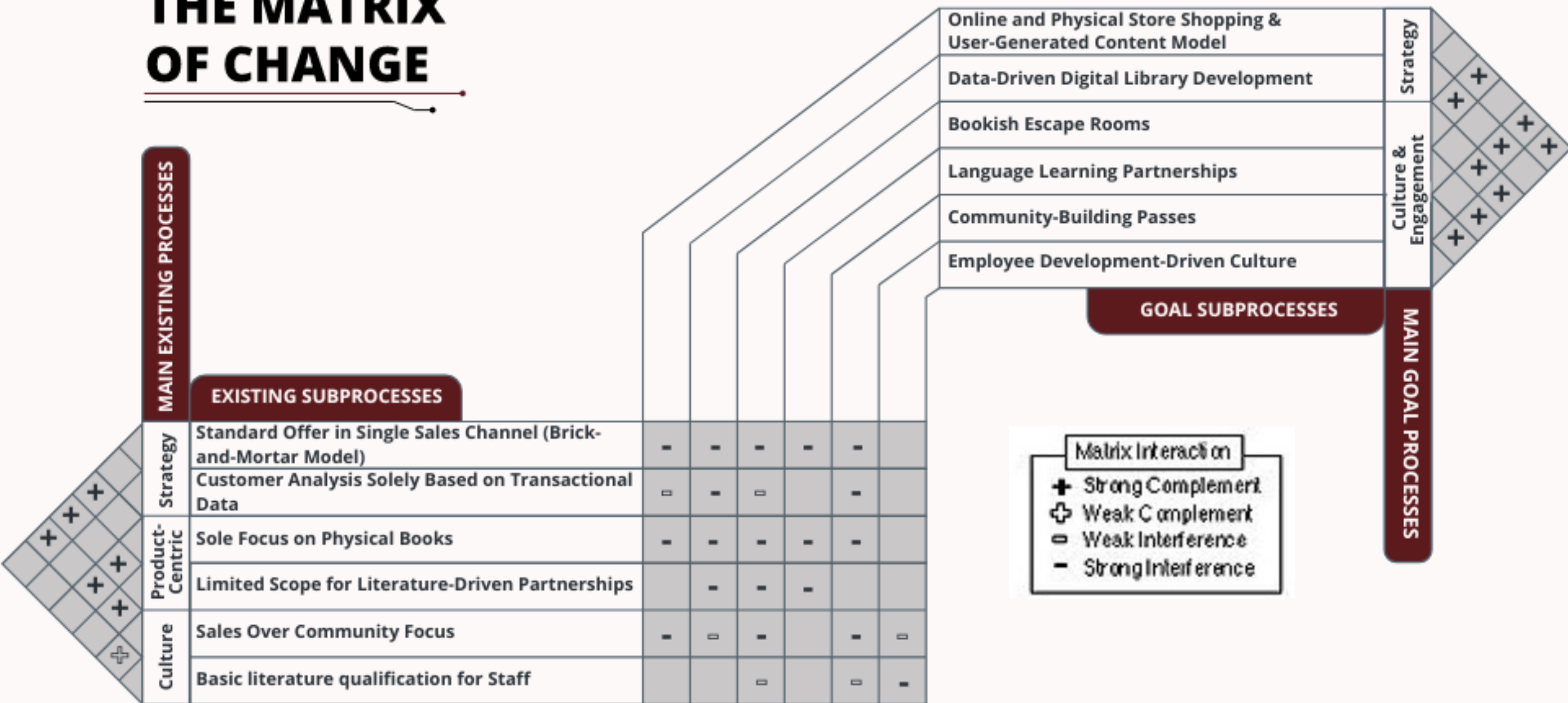
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THE MATRIX OF CHANGE



Current Practices Requiring Change:

- Restricting book sales solely to the **Brick-and-Mortar Model** without exploring digital channels or **offering competitive advantages**.
- **Customer behavior analysis based only on sales transactional data** (neglecting alternative data collection practices).
- Viewing physical books as the sole value proposition, **ignoring digital offerings**.
- Using book diversity/quality as the only way to enrich the reader experience (**overlooking partnerships beyond traditional scope**).
- **Prioritizing Sales Over Community Building** (not recognizing them as Complements).
- **Basic literature qualification** for Staff (Insufficient Investment/Opportunities for Employee Development).



Desired Future Practices (Pandemic context)

- Integrating an **Online Shopping (Hybrid approach)** and **User-Generated Content Business Model** (*Guild* or *Mighty Networks*).
- **Data-Driven Digital Library** Creation (Digital complement on *Notion*).
- **Bookish Escape Rooms** (Partnerships; Client exclusive).
- **Language Learning Partnerships.**
- **Book Pass/Book Subscription Boxes** for Community Building (Personalization; Group discounts).
- **Employee Development-Driven Culture** (internal community - employee-driven Newsletter for knowledge sharing and expertise; new performance KPIs - recommendations leading to purchases, contributions to the internal newsletter, and engagement in escape room activities.).



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THANK YOU! 