



# Reading Revenues

You are the Marketing Manager of your favourite author. Your task is to double the sales of your favourite book by this author. How would you do this?

CASE TYPE  
Profitability

COMPANY NAME  
Nation With Namo

DIFFICULTY LEVEL  
★ ★ ★

# Reading Revenues

Time to double the sales of your favourite book!

**Case Type**

Profit Maximisation

**Company Name**

Nation With Namo

**Round**

Director

**Difficulty Level**



## Problem Statement

You are the Marketing Manager of your favourite author. Your task is to double the sales of your favourite book by this author. How would you do this?

**What do you like to do in your free time?**

I prefer to spend my free time reading books.

**Okay, which was the last book that you read?**

I have recently developed an interest towards spy thriller novels. So the last book that I read was The Spy and the Traitor by Ben Macintyre.

**Assuming the number of copies of the book sold in India is 4000, what do you think are the obstructions to the sales of this book?**

The price of the book is 800 rupees, Making it unaffordable for a large number of people. Apart from affordability, this book is available only in english and India is a country with majority of vernacular language readers. . Also, there are no digital copies. In today's world many people depend a lot on kindle, and online reading making this book inaccessible to them.

**Okay, so say you are to double the sales of this book in the time span of a month, what are the solutions that you propose?**

Initially, there is a need to change the target audience to above 16 years in order to improve the sample size. This can be done by introducing digital copies of the book, introducing other versions in vernacular languages, and changing the book cover to make it more appealing and catchy.

**Alright, these are some great logistical developments. What should be done from a Marketing perspective?**

There can be book launch events, pre-order campaigns, book reviews through college societies, and literature festivals. One thing that would really help would be to increase the presence and awareness about the author through social media like "Booktok". Even word of mouth campaigns through facebook communities can be done.

**These solutions seem feasible. We can end the interview here.**



## **HERE'S A TIP!**

“While I focussed on Marketing strategies of the book a lot, I didn’t focus much upon the pricing strategy. In hindsight, I could have proposed reducing the price of the book to increase its reach. Another tip I would give is that everyone should prepare cases related to their interests as much as they can. This question was initially a guesstimate but was then converted to a case so you never know what might come your way.

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## CASE FACTS

- 1 Guesstimate the copies of your favourite book sold in India
- 2 Take into account population breakdown
- 3 Create a strategy to double the sales within 40 days.

