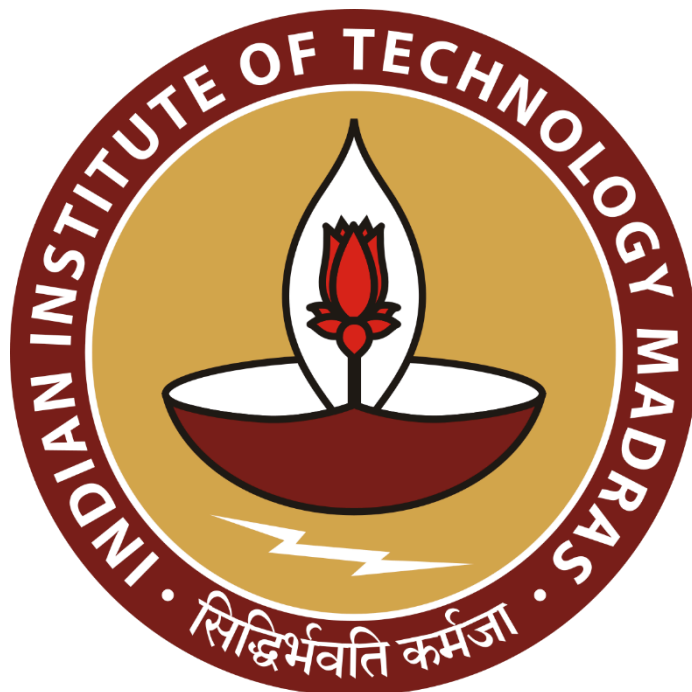# Digital Disruption: The Decline of Book Purchases in the Digital Era

A Proposal report for the BDM capstone Project

Submitted by

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Contents

Declaration Statement

I am working on a Project titled "**Digital Disruption: The Decline of Book Purchases in the Digital Era**". I extend my appreciation to **NIMBUS BOOK RETAIL OUTLET**, for providing the necessary resources that enabled me to conduct my project.
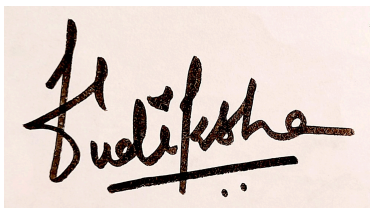
I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfillment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate

Name: Sudiksha Singh

Date: 01-08-2024

01. Executive Summary

Nimbus Book Retail Outlet, located at F 25, CMC, R G College Road, Meerut, Uttar Pradesh, is a B2C bookstore offering a wide range of books to cater to the diverse interests of its customers. Despite being well-established, the store is currently facing several challenges.

Firstly, sales have significantly dropped since the COVID-19 pandemic due to reduced foot traffic. Additionally, the growing influence of digital media and online book purchases has further decreased physical book sales, especially among younger readers. The store is also struggling with old inventory that is hard to clear, which affects profitability

To address these problems, the project will implement several strategies. Enhancing the store's presence on social media will attract and engage more customers. Expanding sales through e-commerce platforms will broaden market reach. Organizing exhibitions will promote the store's offerings and increase visibility. Partnering with local schools and colleges will drive institutional sales. Additionally, adjusting inventory practices by ordering fewer books at a time will improve stock management.

Data analysis using Google Sheets and other analytical tools will help identify sales trends and optimize inventory levels. These efforts aim to clear old stock, boost sales, and ultimately enhance profitability. The anticipated outcome is increased profitability and improved long-term sustainability for Nimbus Book Retail Outlet.

02. Organization Background

Nimbus Book Retail Outlet, located at F 25, CMC, R G College Road, Meerut, Uttar Pradesh, is a well-established B2C bookstore. Founded in 2003 by Mr. Ram Kumar Gupta, it has grown to become the largest bookstore in Meerut. As a privately owned business, Nimbus Book Retail Outlet stands independent, with no franchise affiliations.

The store offers a broad selection of books, including school textbooks, competitive exam preparation books, fiction, non-fiction, and religious texts. This extensive variety ensures that Nimbus caters to a diverse range of customers, including students, professionals, and avid readers from the local community. The store is open from 11 am to 8 pm, Monday through Saturday, and closes on Sundays.

The management team consists of 4-5 dedicated members, including a manager and several salespersons, who work collaboratively to ensure smooth operations and provide excellent customer service.Before 2020, the yearly turnover of Nimbus Book Retail Outlet was more than 1 crore. However, due to the pandemic and lockdowns, the yearly turnover has fallen to around 70 lakhs.

Current Situation

Nimbus Book Retail Outlet has faced significant challenges in recent years. The COVID-19 pandemic led to a noticeable decline in sales, a situation further exacerbated by the increasing trend towards digitalization. Many customers now prefer to purchase books online or read digital versions, which has significantly impacted the store's traditional sales model.

03. Problem Statement

3.1 Problem Statement 1: Sales have dropped a lot since the COVID-19 pandemic. Fewer people visiting the store and changes in shopping habits have led to a big fall in revenue.

3.2 Problem Statement 2: The rise of digital and social media is leading to less reading among young people. The increased screen time and online distractions are causing a decline in traditional reading habits among the youth.

3.3 Problem Statement 3: Customers are choosing to buy books online and read digital versions. This trend is leading to fewer sales in physical stores.

04. Background of the Problem

Major Causes:

1. **Changes in Shopping Behavior**: The COVID-19 pandemic led to lockdowns, which caused a big drop in people visiting stores and buying books. On top of that, the rise of digital media has changed how people buy and enjoy books, hitting physical bookstores hard.
2. **Rise of Online Retail:** Online bookstores and digital reading options are more convenient and offer a wider selection, pulling customers away from traditional stores.
3. **Economic and Social Shifts:** Economic struggles and changing habits, like less reading among young people and a preference for online shopping, are adding to the challenges for physical bookstores.

Internal Problems:

1. **Weak Online Presence:** The bookstore hasn't done enough to build its online sales and marketing, missing out on many potential customers.
2. **Inventory Issues:** The store has trouble managing its stock, leading to too much unsold inventory that affects its profits.
3. **Ineffective Marketing:** The store hasn't made enough effort to attract younger readers or compete with the deals offered by online retailers.

External Problems:

1. **Strong Competition from Online Retailers:** Major online stores offer better prices and faster shipping, making it tough for physical stores to compete.
2. **Changing Preferences:** More people are choosing digital books and online reading, making physical bookstores less attractive.
3. **Economic Pressures:** Tough economic times and lower consumer spending are putting extra strain on the store's sales and profits.

05. Problem Solving Approach

First, the data will be organized and cleaned using Google Sheets. This involves removing any unnecessary or incorrect information to ensure the data is accurate and easy to work with. Proper categorization will make it easier to analyze and visualize the data.

Once the data is cleaned, it will be visualized using charts and graphs like bar charts, pie charts, and line graphs. These visualizations will help us understand sales patterns, customer preferences, and inventory turnover. This will highlight key trends and areas that need attention.

We will calculate some basic statistics like the average, median, and range for important variables like sales quantities, prices, and total costs. This will give us a better understanding of the overall performance and variability of the store's operations.

Daily sales data will be collected and organized systematically. We will refine the data collection process to ensure consistency and accuracy. Each item will be categorized to better understand customer preferences and sales trends.

By looking at past sales data, we can identify peak sales periods and seasonal trends. This will help us forecast future demand, ensuring we have the right amount of stock without overstocking.

Based on our findings, we will enhance our social media presence to attract and engage customers. We will create interactive content, run promotions, and launch customer-centric campaigns. Collaborations with local schools and colleges will help boost sales through institutional orders.

We will implement effective inventory management strategies. By ordering fewer books at a time and focusing on popular items, we can reduce unsold inventory. Promotions like discounts and bundle offers will help clear out old stock and improve cash flow.

In conclusion, by using these straightforward strategies and focusing on data analysis, Nimbus Book Retail Outlet aims to overcome its current challenges, engage more customers, and achieve sustainable growth and profitability.

06. Expected Timeline

6.1 Work Breakdown Structure:

1. Project Planning

- Set clear goals for the project.
- Create a detailed plan to guide the process.
- Identify who needs to be involved and keep them informed.

2. Organize and Analyze Data

- Gather all the necessary data and clean it up.
- Create charts and graphs to see trends and patterns.
- Calculate important stats like averages and totals.
- Track daily sales and categorize the data for better insights.

3. Understand Sales and Inventory

- Look at past sales to spot trends and peak times.
- Predict future needs to avoid overstocking or running out.
- Check how well inventory is moving to adjust stock levels.

4. Boost Marketing Efforts

- Improve the store's presence on social media.
- Create engaging content and run special promotions.
- Organize events and exhibitions to attract more visitors.
- Work with local schools and colleges for bulk orders.

5. Manage Inventory Effectively

- Keep track of stock levels and manage orders smartly.
- Focus on popular books and reduce excess inventory.
- Offer discounts and bundle deals to clear out old stock.

6. Review and Adjust

- Regularly check how things are going and make improvements.
- Gather feedback and make changes as needed.
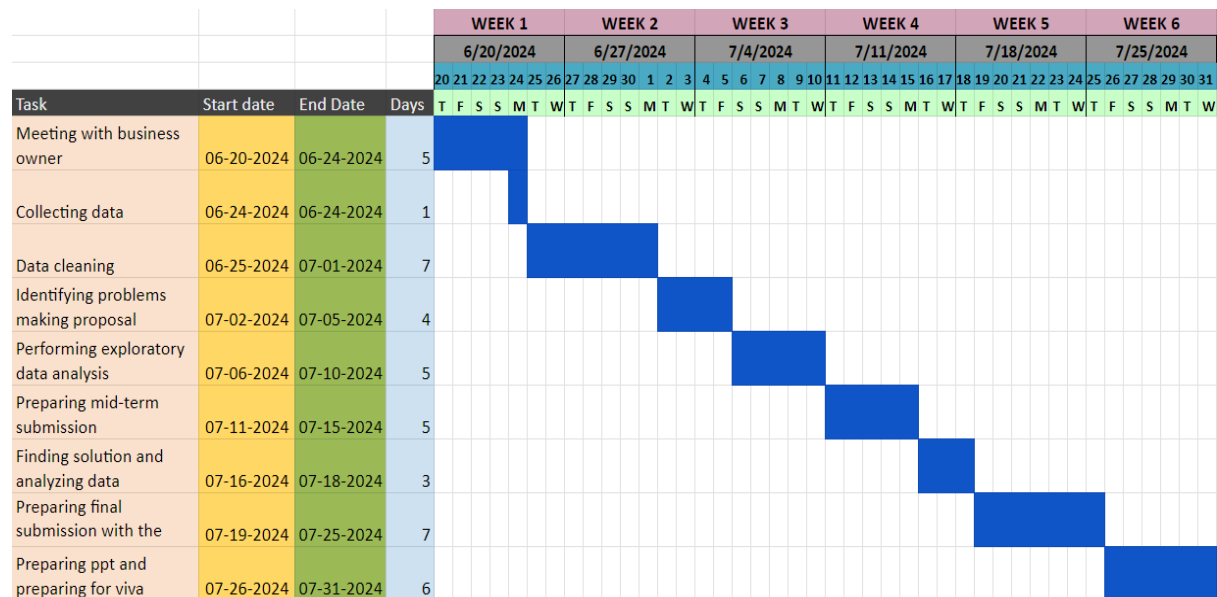- Write down what worked and what didn't for future reference.

6.2 Gantt Chart

Task	Start date	End Date	Days	WEEK 1 6/20/2024	WEEK 2 6/27/2024	WEEK 3 7/4/2024	WEEK 4 7/11/2024	WEEK 5 7/18/2024	WEEK 6 7/25/2024
Meeting with business owner	06-20-2024	06-24-2024	5						
Collecting data	06-24-2024	06-24-2024	1						
Data cleaning	06-25-2024	07-01-2024	7						
Identifying problems making proposal	07-02-2024	07-05-2024	4						
Performing exploratory data analysis	07-06-2024	07-10-2024	5						
Preparing mid-term submission	07-11-2024	07-15-2024	5						
Finding solution and analyzing data	07-16-2024	07-18-2024	3						
Preparing final submission with the	07-19-2024	07-25-2024	7						
Preparing ppt and preparing for viva	07-26-2024	07-31-2024	6						

Figure 1 Expected timeline for completion of project.

07.   Expected Outcome

1. **Increased Store Visits:** Social media campaigns will draw more people to the store.
2. **Enhanced Customer Engagement:** A strong social media presence will build a loyal customer base.
3. **Sales Growth and Inventory Clearance:** Sales will rise, and old stock will clear out, boosting profits.
4. **Expanded Market Reach:** Selling on Amazon and Flipkart will reach a larger audience and increase sales.
5. **Youth Engagement:** Exhibitions will attract young readers and spark their interest in new books.
6. **Promotion of Reading Culture:** Events will encourage a reading culture in the community.
7. **Dynamic Bookstore Environment:** Combining social media, online sales, and events will create a vibrant, appealing bookstore.