

Business Plan

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Submission date: 24-Jun-2023 03:52PM (UTC+0100)

Submission ID: 209410737

File name: 33328_Tsvetelina_Valchova_Business_Plan_504258_1128915148.docx (25.02K)

Word count: 2134

Character count: 12903

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Module: Entrepreneurship

Module Code: LCBB5001

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Assignment Title: Component 1

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1. Overview

Our online bookstore aims to provide a comprehensive collection of educational books and resources for early education. With a focus on children aged 3-8 years, we aim to be a one-stop destination for parents, educators, and institutions seeking high-quality materials to support early childhood learning. By leveraging the convenience and accessibility of an online platform, we intend to reach a wide audience and establish ourselves as a trusted source for educational resource.

Our company Alphabet, will operate as an online bookstore specializing in early education materials. Our primary goal is to curate a diverse range of books, e-books, multicultural books, interactive activities, and educational tools that promote cognitive development, literacy skills, and a passion for learning in young children.

2. Product and Services

We will offer a wide selection of books covering various subjects such as language development, numeracy, science, art, and social-emotional learning. The bookstore may also offer book-related accessories such as bookmarks, book-themed merchandise like toys, puzzles, and stationery items. These accessories can complement the reading experience and provide additional value to customers. In addition to physical books, the online children's bookstore may offer electronic books (e-book) that can be downloaded and read on various devices such as e-readers, tablets, or smartphones. E-books provide convenience and accessibility to customers who prefer digital reading options. Book recommendations and Reviews: To assist customers in their book selection process, the online children's bookstore can offer book recommendations and reviews. This can be done through curated lists, staff picks, customer reviews, or expert recommendations, helping customer discover new and popular books for children. Our platform will also feature a blog section with expert advice and educational tips for parents and educators.

3. Business Structure

The business structure, also known as the legal structure, refers to the legal entity or form that business takes. Choosing the right business structure is important as it affects various aspects of the business, including ownership, liability, taxation, governance, and management. The right options for online bookstore is a Sole Proprietorship: Is the simplest form of business ownership. In this structure, the business is owned and operated by a single individual. The owner has unlimited personal liability for the company's debts and obligations (Green, 2022). Most small businesses start out as sole proprietorships and either stay that way or grow and change to a limited liability company or corporation (Twin, 2023).

4. Management of the Company

Strategic decision-making, operations, customer service, marketing, and financial management are just some of many facets of running an online children's bookstore.

Owner/Entrepreneur: The owner of the online children's bookstore is responsible for setting the overall vision, mission, and goals of the business. The owner also oversees the financial aspects of the business, such as budgeting, cash flow management, and securing funding if needed.

Employees: Depending on the size and scale of the online children's bookstore, there may be various employees involved in different roles.

Store manager: Responsible for day-to-day operations, inventory management, and ensuring smooth functioning of the online bookstore.

Customer Service Representatives: Handle customer inquiries, provide assistance with book recommendations, process orders, and address any issues or concerns.

Marketing and Social Media Specialists: Develop and execute marketing strategies, manage social media accounts, create engaging content, and monitor the effectiveness of marketing campaigns.

Web Developers and Designers: Responsible for maintaining and updating the website, ensuring a user-friendly experience, and optimizing the online bookstore for search engines.

Content Writers and Bloggers: Create compelling content for the website's blog, including book reviews, articles, and educational resources related to children's books and literacy.

Warehouse and Logistics Staff: Manage inventory, packaging, shipping, and handling of orders to ensure timely delivery to customers.

Accountant: To handle financial record-keeping, tax compliance, and financial reporting.

The roles and requirements mentioned above are general examples, and the actual management structure and staffing needs may vary based on the specific business model, scale of operations, and individual circumstances of the online children's bookstore.

5. Market Analysis

Growing emphasis on early childhood education and parental involvement. Increasing adoption of digital learning tools and resources. Demand for diverse and inclusive content representing different cultures, languages, and experiences.

It's important to understand the needs, likes, and motivations of a target market if we want to make goods and marketing plans that work. Getting regular feedback from customers and talking to them can help us improve our approach and build a loyal customer base (Egan).

Creating a compelling website means making one that is visually appealing, easy to use, and shows off our book collection. Using themes and colors that are appealing to both kids and adults. Customers can find the right books by using book tips, reviews, and age-appropriate categories. Content marketing is about making good material about children's books, reading, and being a parent. We will have a blog where we share stories, reviews of books, and advice about reading. Sharing on our website, on social

media, and in email newsletters is a great way to connect with our audience and show them we are an expert in our field.

Partnership with Schools and Libraries; and educational institutions will be a key strategy. The company will offer discounts to teachers, provide bulk offer options for schools, and conduct virtual author events or book fairs. Sponsoring reading programs and donating books to schools or community organizations will help establish goodwill and increase brand recognition.

These marketing strategies aim to create brand awareness, establish the company as a trusted source for children's books, and ultimately drive sales by effectively reaching and engaging the target market. Regular monitoring and analysis of marketing efforts will help refine strategies and adapt to evolving customer preferences and marketing trends.

6. Swot Analysis Model

Strengths:

Wide product range: An online children's bookstore can offer a vast selection of children's books, catering to different age groups, genres, and interests. They provides a competitive advantage over brick-and-mortar bookstores with limited shelf space.

Convenience and accessibility : Online bookstores offer the convenience of browsing and purchasing books from anywhere, anytime. This accessibility appeals to busy parents and caregivers who may prefer the ease of online shopping.

Targeted marketing opportunities: The online platform allows for targeted marketing strategies, personalized recommendations, and the ability to reach a specific audience of parents, and educators interested in children's books.

Cost-effective operations. Operating an online store typically incurs lower overhead costs compared to physical stores. There is no need for rental expenses, utilities, or maintenance associated with a physical location.

Weaknesses:

Online bookstore lack the physical experience of browsing through books, flipping pages, and feeling the textures. Some customers may prefer the tactile experience, especially when it comes to children's books.

Intense competitions: The online children's bookstore market can be highly competitive, with established players and large e-commerce platforms. Standing out and attracting customers may be challenging without effective marketing strategies.

Trust and credibility: Building trust and credibility in the online space can be crucial. Customers may be hesitant to purchase from a new or unknown online bookstore due to concerns about product quality, shipping, or returns.

Opportunities:

¹³ Growing demand for children's books: The children's book market continues to grow as literacy and the importance of early education are emphasized. This provides an opportunity for an online children's bookstore to tap into a growing customer base.

Digital marketing channels: Leveraging social media platforms, content marketing, and influencer collaborations can help reach a wider audience and increase brand visibility.

Threats:

Market saturation: The children's bookstore market can become saturated with numerous competitors.

Shipping and Logistics challenges: Efficient and cost-effective shipping logistics are crucial for an online bookstore. Delays, shipping costs, and customer service issues can negatively impact the customer experience.

Changing consumer behavior: Consumer preferences and behaviors are constantly evolving, and it's essential for the business to adapt to new trends and technologies to meet customer expectations (Nijssen, 2013).

¹¹ 7. Porter's Five Forces Analysis

⁶ Competition in the Industry: The first of the Five Forces is competition. If a competitor offer a better deal or lower prices, suppliers and purchasers will switch. When competitors is low, a corporation can establish prices and contract terms to increase sales and profit. Established online bookstores like Amazon and Barnes & Noble a large collection of books, including books for kids. These platforms have built-up customer bases, prices, that are competitive, and shipping choices that work well. There may be sellers of children's books on online marketplace such as Ebay or Etsy, where individuals and small businesses can sell a wide range of goods. These sites may have competitive prices or offer something special. To get good idea of how the competition stack up, it's important to do market research and understand what their strengths and weaknesses are. We need to think about things like our reputation, pricing, product range, user experience, speed delivery and any unique services or value propositions we can offer.

Threat a New Entrants: New market entrants affect a company's power. Establishing a strong online presence, building a collection of diverse books, and gaining the trust of customers can still be challenging.

¹ Power of Suppliers: So, the supplier has more power and can raise input costs and try to get other trade benefits. The bargain power of suppliers in the online children's bookstore industry is relatively low. There are numerous book suppliers, publishers and distributors available that provide a wide range of books to choose from.

¹ **Power of Buyers:** One of the Five Forces is how people can make prices go down or how powerful they are. It depends on how many buyers or customers a company has, how important each buyer is, and how much it would cost to find new buyers or markets for the company's products. Customers have access to a variety of online bookstores and can easily compare prices, book availability, and customer reviews. This gives them the power to seek competitive prices and demand quality service.

Threat of Substitutes: While physical bookstores and libraries can be considered substitutes, the convenience and accessibility of online bookstores offer distinct advantages. However, other forms of entertainment and digital media consumption, such as e-books and audiobooks, could be substitutes for traditional print books. Online bookstores need to continuously innovate and provide value-added services to differentiate themselves (Team, 2023).

8. A Cash Flow Forecast

Revenue: £2,500 (estimated based on initial sales projections)

Expenses:

Inventory and Book Purchases: £1,500

Website Development and Hosting: £2,000

Marketing and Advertising: £500

Utilities and Office Supplies: £300

Other Operating Expenses: £700

Net Cash Flow: -£500 (Revenue- Expenses)

Month 2:

Revenue: £3,000 (estimated increase in sales)

Expenses:

Inventory and Book Purchases: £1,800

Marketing and Advertising: £500

Utilities and Office Supplies: £300

Other Operating Expenses: £700

Net Cash Flow: £700 (Revenue-Expenses)

Months 3-6

Revenue: £4,000 per month (gradual increase in sales)

Expenses:

Inventory and Book Purchases: £2,000 per month

Marketing and Advertising: £500 per month

Utilities and Office Supplies: £300 per month

Net Cash Flow: £500 (Revenue-Expenses)

Month 7-12

Revenue: £5,000 per month (further increase in sales)

Expenses:

Inventory and Book Purchases: £2,500 per month

Marketing and Advertising: £500 per month

Utilities and Office Supplies: £300 per month

Other Operating Expenses: £700 per month

Net Cash Flow: £1,000 (Revenue-Expenses)

Note: The above cash flow forecast assumes a gradual increase in revenue over the first 12 months and considers typical expenses for an online children's bookstore (Carter et al., 2023).

9. Conclusion

The online children's bookshop may achieve growth, customer satisfaction, and long-term success by efficient management, utilizing the skills and expertise of staff, and bringing in outside professionals as necessary. Overall, successful management is a crucial aspect of running a startup company and requires continuous attention and adaption to ensure the achievement of business goals.

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Business Plan

ORIGINALITY REPORT

14%

SIMILARITY INDEX

5%

INTERNET SOURCES

1%

PUBLICATIONS

14%

STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Modern College of Business and Science Student Paper	3%
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