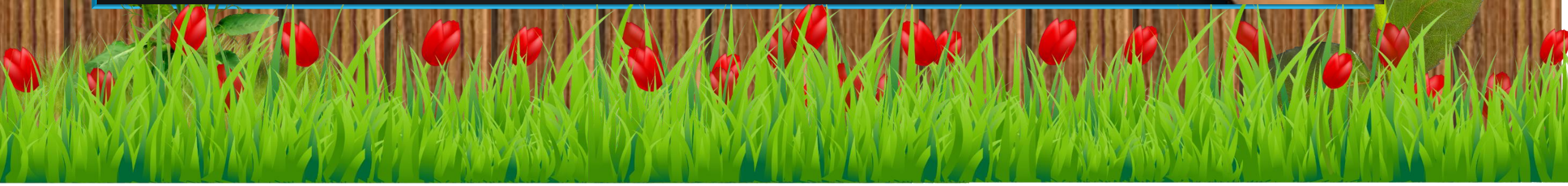# Libsapp

Outline

- Short Description
- Product Description
- Market in Rajshahi
- Market Situation
- SWOT Analysis
- Target Group
- Targeting
- Positioning
- Communication Plan
- Communication Goals
- Connection with Libraries
- Human Resources Management

Short Description

Product – Software

Our product is connected with Library service to remote access

The Target groups – Library & Library Users

Our software will design on library services under network environment

Product Description

Name – **Libsapp**

❖ **Libsapp** is a software which is create interlink among those libraries to better service than other existing software.
❖ Service is providing relevant information which is connecting two or more libraries under online & offline

Services that are offered through the **Libsapp** -

➢ Features in both English & Bengali
➢ To create interlink in different libraries
➢ Easily Customization
➢ Special Features (translation Services)
➢ FAQ (Frequently ask Question) & Feedback
➢ Regular Updated
➢ Clients of different libraries

Market in Rajshahi

Resourceful & Interlink

Rajshahi University, RUET, RMC, Rajshahi College & so on

Market Situatoin

Libsapp is new & provide better service than existing software

The most popular softwares That can be our main competitors are the softwares Libsapp as well as KOHA

We don't consider this app(KOHA) as our main competitors because It doesn't offer the same service as we do

Bases for segmenting Consumer Markets

Demographic

Educational City but both of Libraries are not interconnected to build up their services, huge collection , level of education

Psychographic

Busy people, Environmental problem

Value: Time, Health, Hobby

Behavioral

Max User: Teacher, Researchers

Mid User: students, old people, children

SWOT Analysis

Strenghts

➢ Quick & Easily Customization

➢ Easy to user Understandable

➢ Special Features(Translation Service)

➢ Advices, Recommendations & Discussion

Weakness

➢ **Brand**

➢ **Figure**

➢ **Cost**

➢ **Limited Geography**

Opportunities

➢ **To attract more users**

➢ **To create interlink different libraries**

➢ **To provide Bangla & English features**

➢ **To provide translation service**

Threats

➢ **Competition**

➢ **User Behavior (Aversion)**

➢ **Hacking**

➢ **Technical Problem**

Target Groups

Level 1

- ❖ Library Administration

- ❖ Library Staff

Level 2

- ❖ Teachers

- ❖ Researcher

- ❖ Students

- ❖ Book Lovers

- ❖ Concern about library services (Feedback)

- ❖ Charity Person

Targeting

❑ Our Strategy is undifferentiated marketing

❑ We are often for question, discussions, comments and in needed complains.

❑ **Libsapp** is always open for everybody who are interested in library

Positioning

Our main message to user

"Libsapp makes your service is the best service than your existing services *"*

That means

Only for Rajshahi

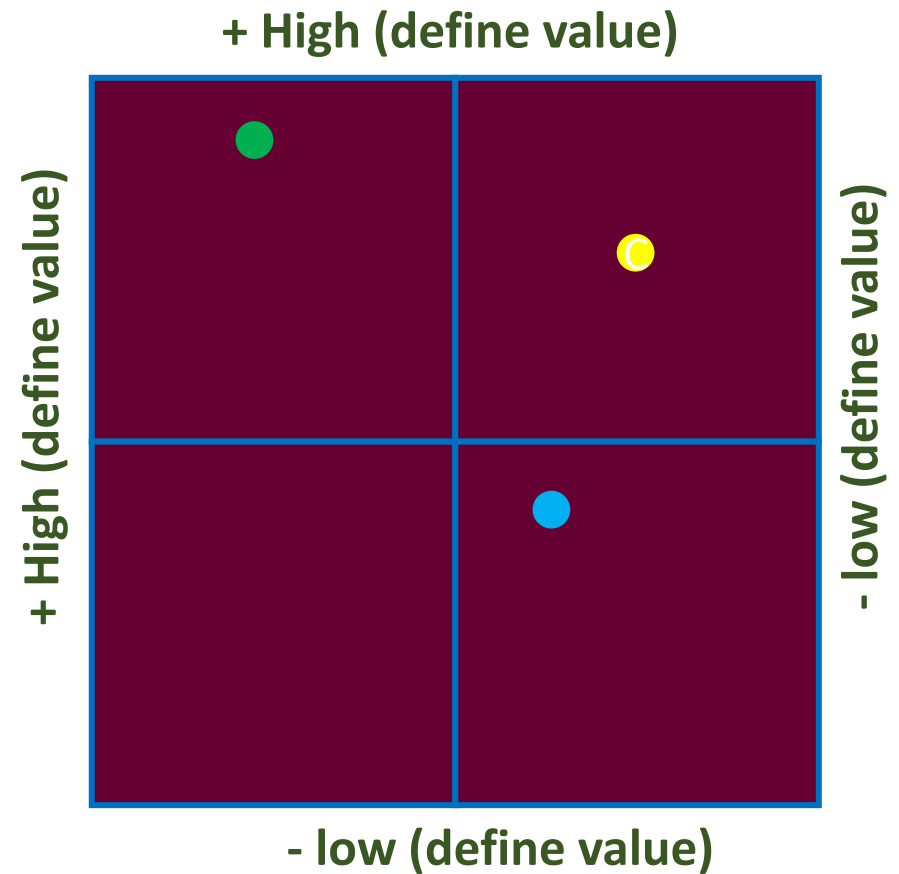Our service is mostly for library administrative & Users

Our users will be wondered concerning the quality of provided services (translation, Bengali & English, FAQ, Easy access to far library)

Positioning

Positioning Map
   -Quality : High
   -Price : Medium

❖ Our Position – Yellow (🟠)

❖ Libsapp – (🔵)

❖ KOHA - (🟢)

+ High (define value)

+ High (define value)

- low (define value)

- low (define value)

Product-Positioning Map

Communication Plan

B2B communication with Soft. Provider to Library –
➢ Face to face
➢ Advertising
➢ workshop
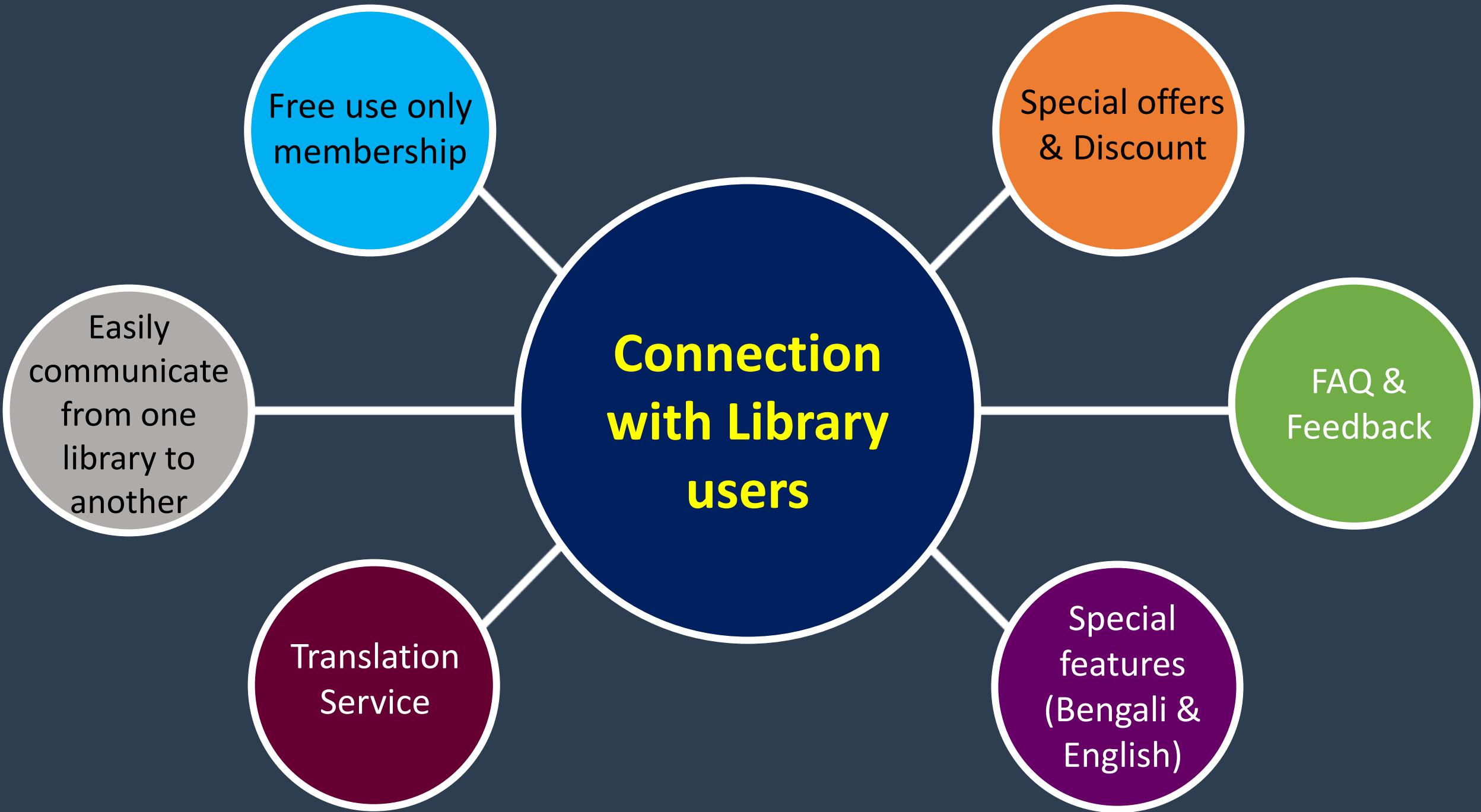➢ Seminar

B2C communication between library to users-
➢ Advertising
➢ workshop
➢ Seminar
➢ online Promotion

Communication Goals

❑ Increase distribution channels of communication during **2** (two)years

❑ To make message valuable and attractive during **1** (first) year

❑ To achieve a successful feedback (attract more customers) by **50%**

RECRUITMENT

A person should be able to

IT Expert

Good Communic atio Skills

React Quickly

Knowledge of Bengali & English

SELECTION

Technical Expertise

Experience & Individual Characteristics

Selection Criteria

Ability to Communicate

Challenge

Selection Methods

Marketing Approach to HRM
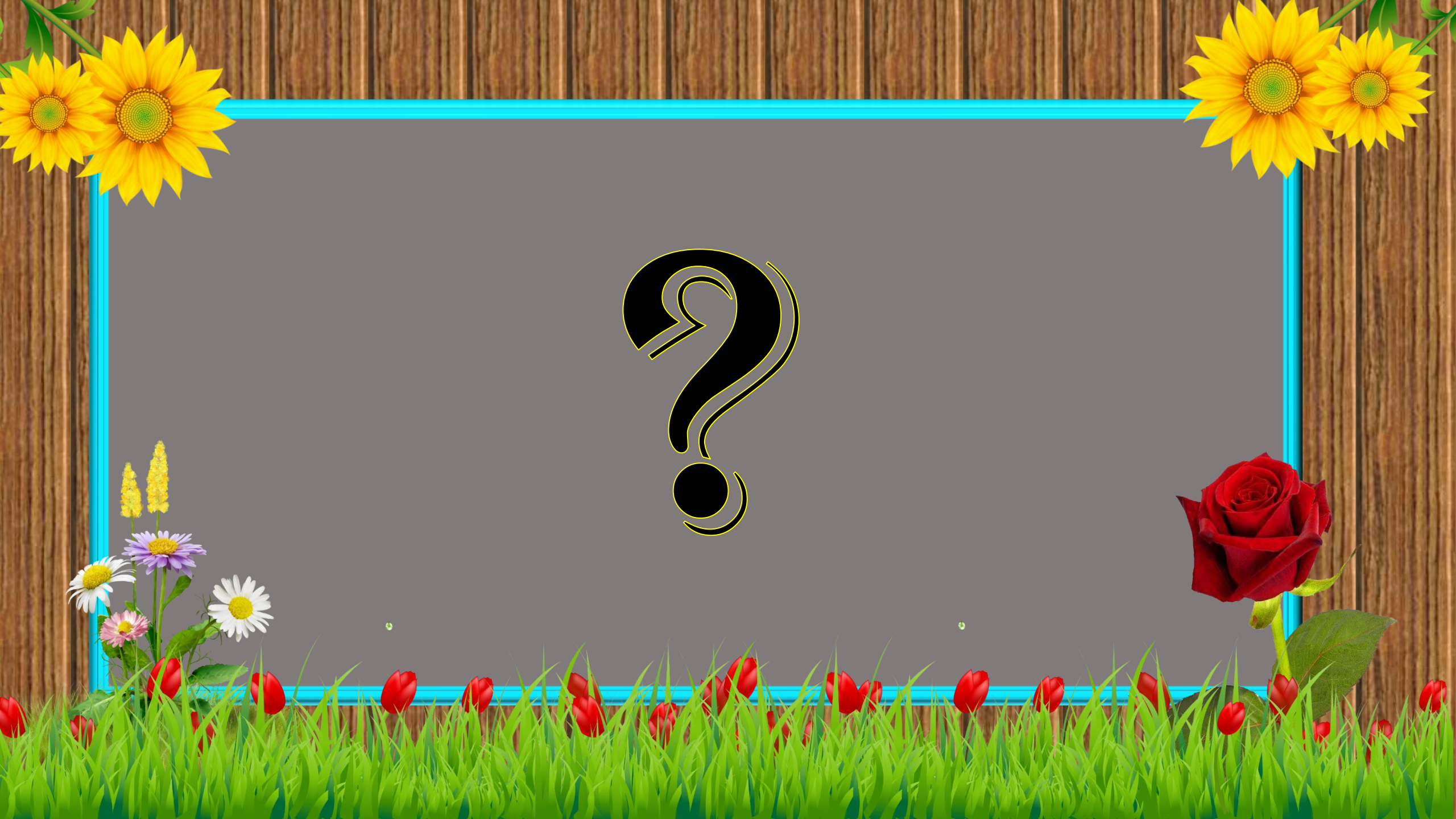
Provide Continuous Training

Use suitable process for identifying & selecting service oriented employees

20000 tk per Employees

Economical Benefit

Sell