Welcome to Our Presentation
on
Books Marketing

Outline

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– SWOT Analysis

– Targeting & Positioning

– Communication Strategy

– Services Provided by the Website

– Human Resource Management

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Short Description:

❖ The product – the website

❖ Our company will specialize on books & books delivering from the library operating in Rajshahi people.

❖ The target group: students/general public who are interested to read books.

❖ Our product is connected with book services in library.

Product description:

❖ Name of the product: BooksforAll

❖ BooksforAll is a website of books & books delivery which is a combination of both product and service:

  – *Product is a website*

  – *Service is providing relevant information concerning accommodation and reading in library.*

❖ Services that are offered through the website:

  – *Books are different types (noble, short story, poem, science fiction, journals, periodicals)*

  – *Possibility to create your own likeness to read book.*

  – *Chat box (feedback from users)*

  – *Regular Campaigns – books for those who are in need.*

  – *Link to all the libraries operating in Bangladesh.*

Market in Rajshahi:

❖ Here in Rajshahi hasn't available too much this types of services.

❖ Among the whole Bangladesh our focus is on Rajshahi because of large rate of incoming students every year.

Why Rajshahi Students?:

1. *Rajshahi is the educational base city of Bangladesh.*

2. *Here are being lots of scholar People.*

Market Situation:

❖ Market connected with web service of books ordering is new for Rajshahi – BooksforAll is reading the Proper Market in Rajshahi.

❖ Nowadays – the main companies that can be our main competitors are the websites www.rajshahi.re as well as www.librarian.re

❖ The direct link of our site: http://www.students .rajshahi.re/eng/fpage/

❖ We do not consider these two websites as our main competitors because they do not offer same services as we do.

Bases for Segmenting Consumer Marketing:

Geographic	Rajshahi, Bangladesh
Demographic	Minimum income 400$, 10-30 years, children and young people, mostly for middle class, the level of education (at least secondary school)
Psychographic	**Personality:** People who would like to know as much information as possible. **Life styles:** Active life style, energetic. **Values:** time, interests, culture.
Behavioral – 1	High quality for low cost (price sensitively)
Behavioral – 2	**Nonusers:** People who has problem with technological innovations. **Light users:** Teenagers who search in the internet mostly for their needed. **Heavy users:** Students who interested in reading something new for gaining knowledge(mostly boys)

SWOT Analysis:

1. Strengths

– Quick and easy access to information
– User friendliness
– Advices, recommendations and discussions

2. Weakness

– Brand
– Cost

3. Opportunities

– To attract more users
– To receive loyalty
– To create brand awareness

4. Threats

– Distribution
– Users behavior
– Competition

Target Group:

- **General People:** individuals, groups

- **Age:** 10-60

- **Male:** 65%

- **Female:** 35%

- **Our users :**

  a) Who prefer to reading books.

  b) Most are unmarried but some are married.

  c) Concern about other's feedback of library books and services

Targeting:

❖ Our strategy is undifferentiated marketing.

❖ We ignore the differences in segments and use a single product (website) at all segments.

❖ We are open for every single person who is interested in qualified complex information about reading libraries & accommodation.

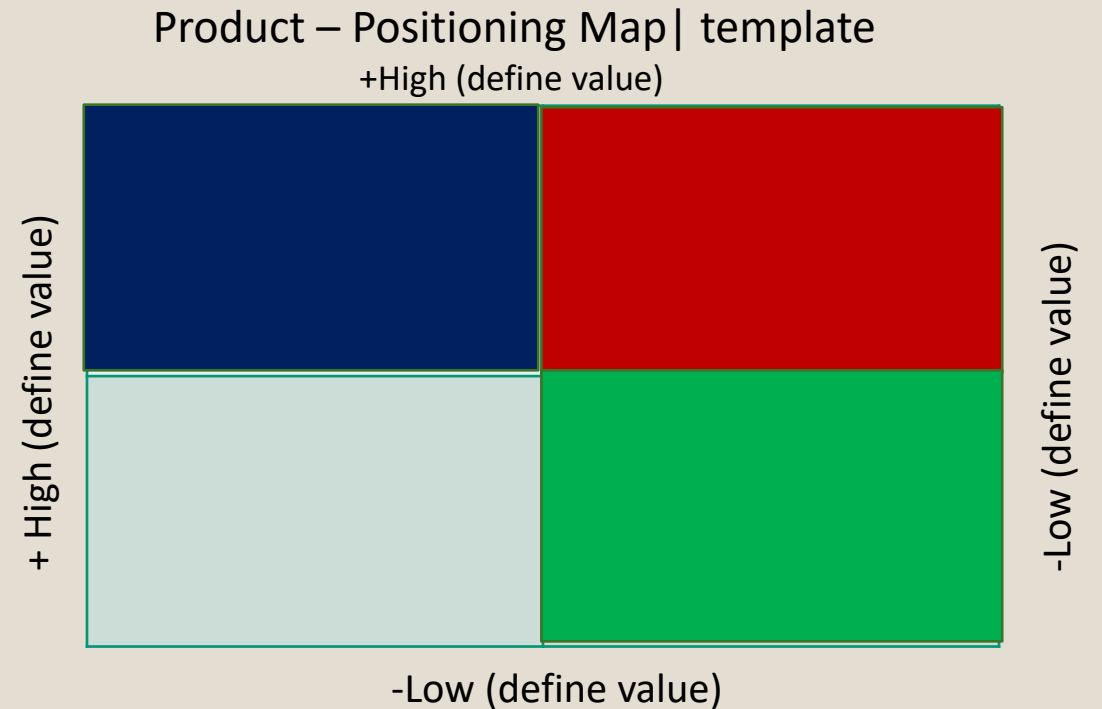❖ We are open for questions, discussions & comments, and in needed complains.

Positioning:

❖ Our main message to users is:

– *BooksforAll makes your free time in Rajshahi unforgettable.*

❖ By this message we mean that:

– *Our service is mostly for students*

– *We provide our service only Rajshahi (in specific region)*

– *Our users will be wondered concerning the quality of provided service (usefulness, easy access, full information etc.)*

Positioning:

- Positioning map
  - **Quality:** *high*
  - **Price:** *medium*

Blue: our position

Red: www.rajshahi.re

Green: www.librarian.re

Product – Positioning Map| template
+High (define value)

+ High (define value)

-Low (define value)

-Low (define value)

Sales and Marketing :

1. **Develop a special design of our website, which will attract not just men but women and teenagers also.** It helps to enlarge our market and attract more new users.
2. **To organize free training with aim to explain how to use our site**. It helps to involve more users who are not very actively use innovations and technology in their every single day life because of lack of knowledge.
3. **Engage the representative from different cities in our marketing strategy.** For instance we can use national students for brochure distribution among students. It proves an idea that our website for everybody. Students can share their experience, give advice and recommendation how to use our service effectively and efficiently.
4. **Research and development product (website).** To provide the technical side of our website, make it as much more user-friendly as possible and provides easy access to information.

Communication Plan:

Communication between the website and users:

- *Advertising campaigns*
- *Service promotion*
- *Internet*
- *Direct marketing tool*

Communication Goals:

- Increase distribution channels of communication during 1 (one) year.
- To make message valuable and attractive during first six months.
- To achieve a successful feedback (attract more users) by 50%

Connection with Reading Books at Anywhere:

- **The website is going to provide –**
  1. Easy access to the library services, prices, cost delivery in Rajshahi.
  2. Possibility to prepare your own service for special days (independent day, language day and so on)
  3. Possibility to chat with the users having different readings habits will be providing with facility to get a diagram from the librarian he/she likes most
  4. A network where people of different interest can share their opinions, suggestions about their library services.
  5. Facilities to users with the information of special offers and discounts.
  6. A digital map by which you can reach the point of destination by the most convenient way.

Connection with Libraries:

1. Libraries main advertising partners (give recommendations to students about BooksforAll)
2. Attract more users to visit our website by giving them instructions of how to use the site
3. If the library visitor register in the special group then they will get a extra facilities.
4. Free transfer from library to the reading out place
5. Virtual bonus card-special number which gives facilities both in library and reading out place

Generic Human Resources Management:

- **Our library is going to provide:**
  - Good human relations climate in order to make staff happy and motivated
  - Trainings
  - Rewards

Recruitment:

Job analysis – Job specification

- **A person should be able to:**
  - *Handle stress situations*
  - *React quickly*
  - *Good communication skills*
  - *Knowledge of Bengali & English*

Selection:

Selection Criteria:
- *Technical experience – should be able to use basic computer programs (like Office, Excel, PowerPoint and so on)*
- *Experience and individual characteristics – can easily handle stress situations, reactive, and hardworking*
- *Ability to communicate – open-mindedness, speak Bengali and English*
- *Challenge – has the potential of learning fact*

Selection Methods:
- *Interviews*
- *Tests*

Marketing Approach to HRM:

- ❖ **Create attractive positions to hire good employees –** we are going to offer 500$ for employees
- ❖ **Use a hiring-process suitable for identifying and selecting service-oriented employees –** we clearly specify that we need IT educated people
- ❖ **Provide continuous training –** we are going to offer web design courses and design
- ❖ Design training to share company's vision and provide product knowledge.
- ❖ Manage attitude and emotions to eliminate stress, lack of sense of belonging and inefficiency – we are going to offer friendly working atmosphere in order to help our employees easily handle with stresses at work.

Financial:

❖ We decided to keep a single price for the first one year and to drop our prices from the 2nd year when users will be loyal.

❖ We have two services of revenue:

(Google Advertising):

We paid 0.05$ per view and 0.08$ per click on the advertising.

(Business Premium Offer):

Subscription of 40$ per months for the library. The price content direct advertising on the main page of website, the possibility to discuss with their users and appears on the top 5.

Financial:

❖ Other Financial details:
  - ➢ Support Employers: 33%
  - ➢ Income tax: 22%
  - ➢ Capital of 42 000$

Why Invest in BooksforAll:

- ➢ Innovative Project
- ➢ No Competition
- ➢ Big potential to grow

HAVE YOU ANY QUESTION?

THANKS TO ALL