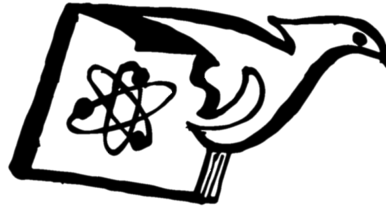




Daffodil International University
Department of Innovation and Entrepreneurship

**PROJECT REPORT ON
BOOKSHELF**

PROJECT REPORT ON BOOKSHELF



Bookshelf

Read . Imagine . Create

Submitted to

Beauty Akter

Lecturer,

Department of Innovation and Entrepreneurship

Faculty of Business and Entrepreneurship

Daffodil International University

Submitted by

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ID:183-45-177

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Date of submission: 20th August, 2019

Letter of Approval

To,
Beauty Akter
Lecturer
Department of Innovation & Entrepreneurship
Daffodil International University

Subject: Submission of Project Report on Bookshelf.

Dear Madam,
with due regard, I beg you to say that it is my utmost pleasure to send you my Project Report for Project Work on "Bookshelf". I truly enjoyed and learned a lot from the attachment in preparing this report. I would be thankful if you would kindly consider my mistake. I recognize with gratitude the whole heartfelt assistance and kind guidance received from you for this report.

I therefore, ask you to acknowledge this report and offer me the appropriate proposal to work in my professional career, and I pray and hope that the errors that the report may have will be kindly excused.

Sincerely,



Md. Mustak Ahmed
ID: 183-45-177
Department of Innovation & Entrepreneurship
Faculty of Business & Entrepreneurship
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Certificate of Approval

This is certify that the project report on ‘Bookshelf’ has been prepared by Md. Mustak Ahmed as a partial fulfillment of the requirement of Bachelor of Entrepreneurship, Daffodil International University under my guidance and supervision.

I wish him every success in life.



Beauty Akter
Lecturer,
Department of Innovation and Entrepreneurship

Acknowledgment

First of all I would like to thank the **almighty** Allah for giving me the essential strength and mentality to carry out all my responsibilities with extreme effort and dedication in this Project Report.

I want to thank Mrs Beauty Akter for having given such a chance. I am very grateful to her. Instead of the general education, she always encouraged us to study practical understanding and this helped us significantly.

Executive Summary

Bookshelf is a platform for selling and purchasing any kind of old and unused books. People who have unnecessary books can sell and who need those books can purchase at a decent cost.

Once the books were read, it was collected by some readers who were collectors. The rest of the others used to keep them for a few years, then they throw the books away in the garbage or sell them to hawkers at very low prices. Anyone can purchase and sell ancient unnecessary books at a decent cost through our platform.

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Chapter 1: Introduction

1.1 Introduction

Due to the current dominance of audio visual material in books everywhere, they are no longer part of our lives. But this problem makes our generation without ideas. We lack power of imagination behind us. Albert Einstein once said “Imagination is more important than knowledge”. So we're working on Bookshelf to make books more accessible to everyone.

Bookshelf is a platform where old and unused books can be sold and purchased. People who have unnecessary books can sell and who need those books can buy at a reasonable cost.

1.2 Problematic scenario

There are about 3.5 million undergraduate students. They all need to purchase fresh books after each semester and sell the old books. But they pay only 20 percent of the real cost when they go to the bookstore to sell their old books.

On the other hand, there are many book readers who want to sell the books they've already read to clean up their room space and also want to buy new books. So they want books to be exchanged. But there is unfortunately no effective handy platform where readers can buy, sell, and exchange their old books.

1.3 Solution

Our solution to this problem is to build a platform where people can buy, sell, and exchange books from their nearest location at the cheapest price possible. It will also work like book's IMDb. Because we're giving our users quality reviews and suggestions and also directing them to get that book.

1.4 Technical Architecture

Our technical architecture is pretty simple. We will be available on a cross platform. That means we'll have a web app, an Android app, and an IOS app.

For sellers:

Users need to provide following data

1. Name of the book.
2. Photo of the book from different angles.
3. Expected Price.
4. Location
5. Contact details.

For buyers:

Users simply need to search and tap the correct offer with the required books at a decent cost and the nearest place.

1.5 Facilities

Users can purchase and sell books at a decent cost. University students must purchase books every semester. When the semester is over, the books become almost useless. They can sell their books through our platform and others can buy books on the other hand.

Chapter 2: Market Analysis

2.1 Introduction

Our target market is a consumer group or readers that is most likely to purchase services of Bookshelf. We have to target those students or readers groups who are likely to want or need our company's services. Our company's marketing efforts will be focused on reaching them.

2.2 Finding Target Market

To find target market for Bookshelf I have to start with three fundamentals issues:

1. What's the problem ' Bookshelf ' solves? Does it help readers find books or make them read more books? Does it assist to purchase old books and sell them?
2. Who is most probable to have this issue to purchase old books? In what circumstances do customers use our services?
3. Do various groups have different needs?

These three basic fundamentals help Bookshelf to find out target market and potential customers. And who need this kind of services and who's gonna purchase Bookshelf's services.

2.3 Zeroing in On Target Market

Once I know which group or groups of individuals want or need Bookshelf's service, it's time to get even more specific about this group. Based on distinct features, there are various methods to define your target market for Bookshelf:

- Geographic – Geographically, where students and readers live, work or holiday, or do business, this target market is described.
- Demographic – Demographic descriptions of best client implies that define the Bookshelf's market by gender, age, earnings, education level, marital status, etc.
- Psychographic – Sometimes clients do not fit into a certain group based on external features, but rather on inner attitudes and values. So we have to use different strategies to target them.
- Generation – Bookshelf could identify target market based on generation, such as baby boomers and Gen Y.

2.4 Target market

Our primary target market is university students of Bangladesh. There are 823,102 university students. In every semester they had to buy new books. But when the semester ends, books become almost useless. They can sell their unused books and who need books can buy book from our platform. By selling those books they can make money and on the other hand they can save money by purchasing those books from Bookshelf.

Target market

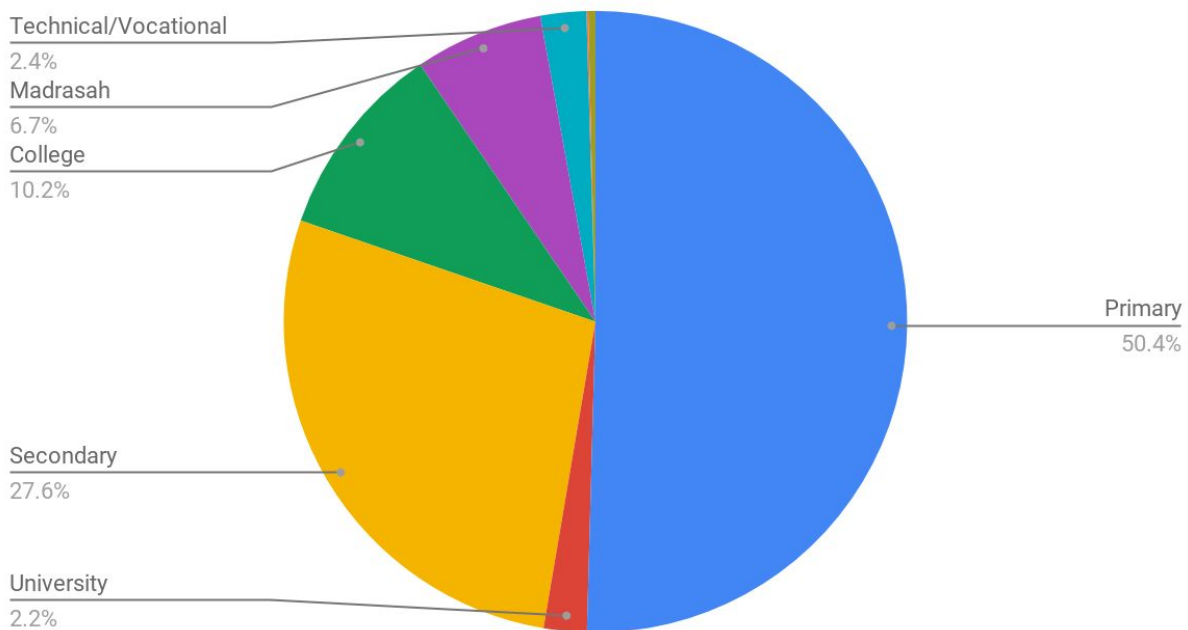


Figure 2.1: Target market

Chapter 3: Marketing and Growth Hacking Strategy

3.1 Introduction

Marketing relates to the operations conducted by a business to support the purchase or sale of a product or service. Marketing involves advertising, selling and providing products to customers or to other companies. It is essential for my company to engage more clients. To market Bookshelf, we will use Growth Hacking Strategy which is called AARRR Framework. AARRR Framework is best method for Bookshelf because it helps a business to spread quickly.

3.2 AARRR Framework

AARRR represents Acquisition, Activation, Retention, Referral and Revenue and in a sense, is very much on the knees in the knowledge of your customers, in their journey and optimizing funnel. The five most significant measures in which to concentrate on a company are commonly recognized by AARRR. Because these metrics effectively measure the growth of business while being simple and feasible at the same time. And this strategy is a good choice for Bookshelf.

1. Acquisition: What is the source of our users / customers?

The first A in the AARRR structure, Acquisition, explains how Bookshelf will find out potential customers and ultimately they become customers and purchase our service. The acquisition portion needs to be viewed holistically. This implies not only looking at users to the website, but also seeing how many people convert to customers. It requires to keep track of every step of the journey through the funnel of your client, not just to see the final change to a paying customers.

Any visitor to Bookshelf, who somehow captures contact data is a lead. It can be by email or telephone. We will provide a free ebook or access to some exclusive material, which is why they sign up and become our customers .



Figure 3.1: Lead Conversion Journey / Funnel

However, we can view an example of a Webinar on how to use our product or how our product solves a certain problem as they are active in vetting our products if a lead completes the next micro conversions in the customer's journey.

2. **Activation: How nice is the first experience of the user / customer?**

Bookshelf's way of using the Acquisition and Activation section of AARRR coincides a little. I will bear my mind on this below.

Activation is our customer's first experience of product or service. If they stop using Bookshelf's application or website right afterwards it is not sufficient for individuals to download or even sign up. Therefore, it is important that your user reaches the "Aha Moment,"

which is the first time that the user has realized the real value of our service, so that he / she will keep returning. The reason why I want to include and obviously distinguish client conversion from activation is because someone signed up for your service is transformed as a client but may not use it. For every form of company, this must be viewed differently.

Activation is less essential for an e-commerce company after conversion, but more importantly, after a micro conversion. You should see how much content visitors consume. In comparison with applications and SaaS companies, the activation I would say is less essential for e-commerce companies like Bookshelf.

3. Retention: How many clients do we keep and why do you lose others?

The first thing I look at is the customer retention when I assess not only the marketing attempts of the Bookshelf, but also their brand achievement. Retention implies that individuals return to your product frequently. This implies that somebody buys from our website not just once but several times for an e-commerce enterprise.

Customer churn would be the reverse of customer retention. I can not emphasize it sufficiently to assess your client churn rate. Firstly, our rate of churn will inform if product / market fit has accomplished excellent results or not. If many individuals drop your product after they begin using it then something could obviously be incorrect with your product or message.

4. Referral: How can we make your customers your supporters?

A reference is the absolute best way of driving growth for Bookshelf. In order to effectively drive referrals, it's need a systemic process that incentivises and consistently generates them.

Two metrics we want to maintain a close eye on for referencing. The Net Promoter Score (NPS), a chart ranging from -100 to 100 and measures how ready clients are to recommend the services or products of Bookshelf. It enables to understand that our clients are happy and loyal to the brand.

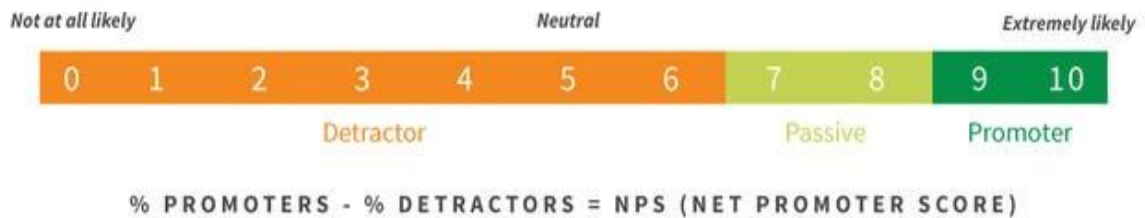


Figure 3.2: Net Promoter Score

The Viral Coefficient is another measure to be considered. The amount of consumers referred to in a client is the viral coefficient. A viral factor of two means that an average customer relates to two fresh clients. In order to have growth, the viral coefficient must be bigger than one. The graph below shows the exponential user growth, which depends on viral coefficient. Viral coefficient metric is a great way for Bookshelf to refer.

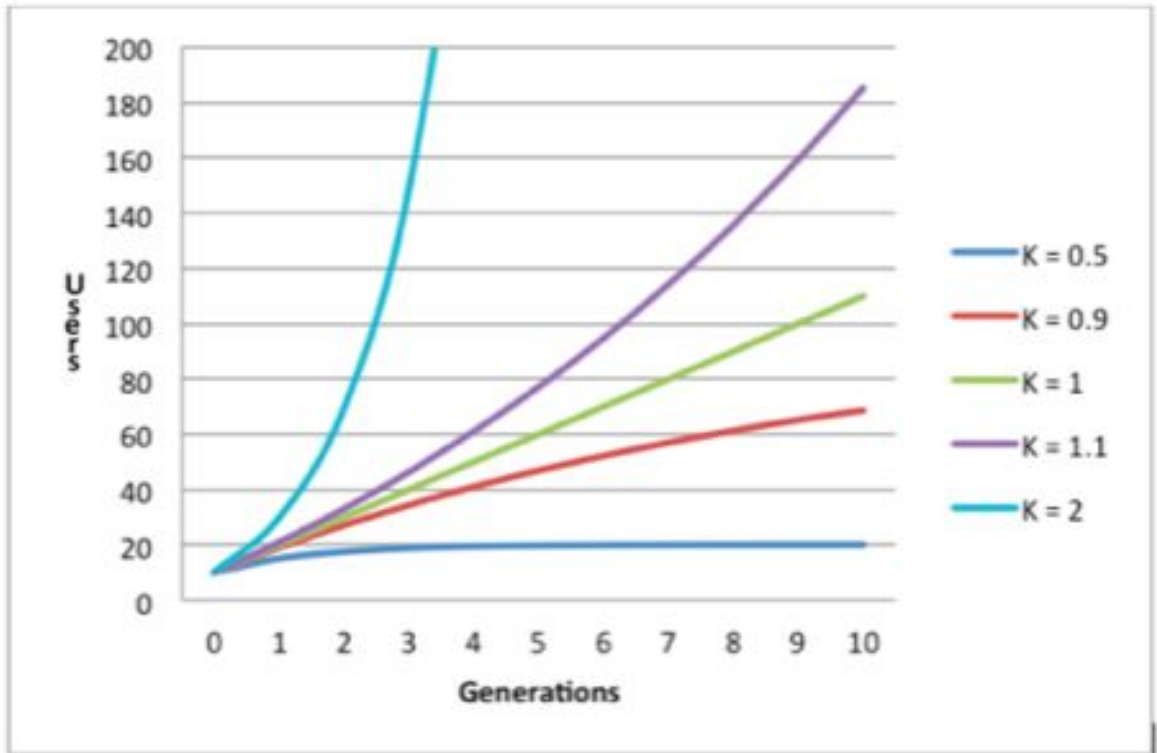


Figure 3.3: Viral Coefficient

5. Revenue: How can revenues be increased?

If I have previously optimized four AARR metrics, the income should flow well already. And startup will start generating revenue. We will generate revenue by charge on each transaction of book purchase through Bookshelf.

Chapter 4: Conclusion

People in Bangladesh used to buy books from a bookshop or on-line platform. But there is no single platform for buying and selling old books. Selling and buying old books in online platform is a great potential business in Bangladesh. And it could be a revenue generating business in Bangladesh.

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