

EBOOKS

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Proposal of e-Book to Seamus Company

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Date: _____

Proposal of e-Book to Seamus Company

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C. Abstract

Problem summary

Seamus Company has been running at high costs to produce its grammar books for both the middle and high school students. Even though the technology applied so far has benefited them, it proves highly costly and less efficacious. Therefore, it presents an opportunity for improvement to achieve maximum output with low costs and high efficiency.

Recommended Solution:

We would recommend that SC consider including digital e-books on top of the books they are offering currently in their online portfolio. These e-books would be purchased by the readers as digital downloads. By doing so, Seamus Company can reach a larger population of

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potential buyers who would have had challenges accessing their book stores for hard copies (Browne & Coe, 2012).

Benefits to customers

Digital e-books will enable SC to avail their products to all households countrywide and even internationally. This will enhance the efficacy as customers would do an instant purchase as compared to waiting for deliveries or queuing at the stores waiting to be served. Customers will also be able to check through the collection and find out what is not available, hence saves on their time which would be wasted in case they went to the library to get such information (Browne & Coe, 2012). Customers would enjoy reduced costs of acquisition of the contents, as there would be no need for driving to the stores, resulting in extra costs.

Project objectives

The ultimate goal is to create a digital platform containing the collection of all the books in the Seamus Company library and ensure its accessibility to all potential readers.

Funding

The digital portal set up together with the digitization of the books and materials would need an initial cost estimated at \$50430 during the first year and an estimated \$400.8 in the subsequent years which would cater for the costs of operation.

Relevant expertise

BLW, ILC is an internationally recognized firm for their plus in Information Technology consultancy. It has been helping several small businesses as well as prominent organizations to take advantage of the rising trends in technology as from 1989. Better Business Bureau rates as at A+ which is a similar rating by the Education Department to us. As a company, we have 100% rates of success and give guarantee our customers are assured of elevated profit margins coupled

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to an overall drop in the expenditure on capital and operation costs. BLW, ILC also has a pull of experts specialized in book digitization to convert them into e-books. This gives us the confidence that we can meet SC expectations and turn them into the best bookselling company with the most popular and famous brands.

D. Proposal

1. Proposed solution

BLW, ILC has been instrumental in working with schools and partners in education since 1990. Due to this cooperation, our company has mastered the understanding of what can do and that which can't in line disseminating materials of education like textbooks. We propose to enhance SC by converting their existing collection of books from their library of sales and make them digital with previews that enable their clients to view, to make this digital library accessible to the public to purchase the e-books for education. We believe that if SC fails to offer these e-books then they stand a potential of low profits. E-book sales in the previous years have become multi-billion businesses making very huge returns annually. From the RFP, Seamus Company struggles to keep high sales of books to increase profit yet with a lucrative business that provides books for sale. We propose to do away with this norm and start on that which will turn around the operations of Seamus Company. Besides digitization of books, our company, by including the book previews, will enable review by potential clients to know the book is suitable. We also plan to make a page for the promotion of the books through an optimized search engine.

2. Reviewed case studies.

E-books use has become popular compared to the use of hard copies in recent years with several reasons in place as listed (Sinclair, 2017).

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Why e-books?	Why not physical books?
Always available instantly and don't run out of stock	Can run out of stock on high demands and not instantly available
A single e-book reader has several books	Heavy and bulky
Built-in dictionary	High costs producing
Quick digitalized annotation and highlight of sections	Excessive damage and annotations can reduce the value
Quick and easy access for specific info	Difficult to search and get data
Easy info sharing between groups	
Ability to include video and audio	
Capabilities of Text-to-Speech	
Environmentally friendly	

Case study one

Lulu Company sells e-books as a substitute for physical books since 2002. They found out that most sales were from e-books that gave for \$260 million as opposed to physical books sales which scored at \$187 million. They also found out in another study that high school learners were so interested in reading e-books electronically compared to textbooks

Case study two

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Book com Company, which started in 2014, implemented the suggested solutions that we have for SC. They consolidate different books into a single page for sales, proving readers easy access and purchase of what they want.

Case study three

Class-based learning in the traditional context enabled for initial response feedback, however, this was impossible when students were at home, as there was no way to get this feedback. The use of e-books however overcomes this as students get feedback immediately in different formats like videos thus enhance understanding of what they are studying.

3. Accomplishment of goals, deliverables, and objectives

The goal is to improve profits and turn SC into a recognized international corporation through the following objectives

- a. Digitalize the collection of books in SC library to broaden their reach to international customers who have access to computers.

Deliverable as we will engage our experienced experts in structuring and converting the present collection into e-books.

- b. Eliminate some of their collections like comic videos which are not giving back profits, but instead losses.

Deliverable as we will put in place the marketing team to halt the acquisition of the same while focusing on faster disposal of the already available at discounted prices

- c. Optimize the SC web from the RFP and form a virtual one for their customers (new-web based platform).

Deliverable as pool web developers together with designers will create databases and software developers will introduce the end of chapter questions (Jharotia).

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4. Projected timelines

Deliverable	Duration	Start Date	End Date
. Gathering information on the extinction of textbooks	4 days	11/1/20	11/5/20
Specialized designers structuring e-books	2 days	11/5/20	11/7/20
Conversion of physical collections to digital forms	13 days	11/7/20	11/20/20
Web developers and designers conduct the creation of a database	5 days	11/20/20	11/25/20
Introducing the end of chapter tests and questions.	3 days	11/25/20	11/28/20
Halt purchase of old merchandise	6 days	11/28/20	12/04/20
Dispose of merchandise at discounts to finish them	15 days	12/04/18	12/19/18
Test for validity, the functionality of the web	3 days	12/19/20	12/21/20
The initial version of the web release for a test	5 days	12/21/20	12/26/20

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Make changes on web-based on client feedback	1 day	12/26/20	12/27/20
Release	14 days	12/27/20	1/10/20
Alter web-based on all feedbacks	4 days	1/10/20	1/14/20
Project accomplished(Final Release)	2 days	1/14/20	1/16/20

5. Resources and costs

The project requirements and costs are summarized in the table below:

Labor Cost	Rate/ Hour (10 hours daily)	Sum of Hours Working	Cost Totals
Research	\$80	40	\$3,200
Book conversion and designers	\$1000	50	\$50,000
Web designing and development	\$80	10	\$800
Marketing team halting the sale of merchandise	\$40	150	\$6,000
Legal team	\$90	10	\$900

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Fee for the project	N/A	N/A	\$650
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6. Evaluation of project success

Basing our focus on the major expected outcome; higher profit margins in Seamus Company. This will be determined by the number of books that will have sold via the implementation of the e-books sale. A one-year data of this will be taken and compared to that of one-year traditional sales. We anticipate that SC will record a massive acceleration in the profits as a consequence of direct sales through their digitalized platform.

Aim	Anticipated Result	Measurement Rubric
Financial Growth	Increased overall education materials sales.	45% rise in educational materials sales

E. Justifications

SC stands a great opportunity of becoming a giant business that offers educational materials to students at all levels. We, therefore, exploit this opportunity to help the company realizing its goals. Implementing e-books sales is a very promising proposal that is likely to help them while they also ensure efficiency and affordability of their service to their customers (Koh& Herring,2015). BLW, ILW believes that it is a perfect chance for SC to move to the next level where they want to see themselves.

F. Conclusion

There are various ways that SC could have achieved their goals of low-cost service provision, high efficiency as well as increase their returns. However BLW, ILW believes that their proposals stand out as the best way possible as it proves simple to implement as well as

simplicity on the clients' side. We, therefore, hope that our proposal will catch the eyes of the BoD as well as the CEO of SC, to enable us to work together for them to achieve their goals.

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EBOOKS

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GENERAL COMMENTS

Instructor

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