



MARKET RESEARCH

Customers

Our customers are people in Launceston between the age of 15 and 40, who are either in full time study, are employed or young parents. With a store that also has a cafe, family reading nooks and spaces for discussions and learning, the focus is on an inviting and social space where people enjoy to be. The reason for creating this type of space is that 48% of Tasmanians aged between 15-74 do not have adequate literacy skills (ABS, 2008), which is well below the national average and needs to be addressed.

Benefits

There are many benefits for increasing the literacy skills of the wider population and why Treat Yo' Shelves is needed in Launceston. Benefits for reading on a regular basis include;

- Exercises the brain and creates new thought patterns, which promotes brain development.
- Often helps improve reading skills, as these skills are being used on a regular basis.
- Explains the world we live in, by reading books that helps expand knowledge and share experiences from other contexts.
- Improves concentration and focus.
- Relaxes our body and calms the mind, which is important in such a busy and distracted world.
- Helps increase school performance.
- Increases creative intelligence and creativity.
- Promotes mental health.
- Reduces stress.
- Improves knowledge.
- Helps us be more empathetic.
- Expands our vocabulary.
- Improves writing skills.
- Increases analytical thinking skills.
- Improves memory.
- Boosts sleep.

With the benefits of reading being extremely wide ranging, it is important to increase the regularity of people reading.

Current Industry

In examining what else is in the market, we discovered four categories of competitors;

- Bookstores that are already in business, such as Collins, Petrarchs and Stories Bookshop. These are focused on stocking titles and service, rather than an in store experience.
- Online bookstores, including Amazon and Dymocks, where people can get the books sent in the mail. This only works for people though who already want to read.
- Libraries offer some casual spaces but not everyone feels comfortable going inside.
- Adult literacy programs, such as 26TEN offer some of the support we would offer.



BACKGROUND RESEARCH

Reference List

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