

Planning Canvas

SCHOOL NAME

ILLUMINATE EDUCATION

BUSINESS NAME

TREAT YO' SHELVES

TEAM NUMBER

00

VERSION

1

Problem Frame

What is the issue that your team can see?

PEOPLE AGED BETWEEN 18 AND 40 IN TASMANIA NEED TO ENJOY DISCOVERING NEW BOOKS, READING AND DISCUSSING KEY THEMES BECAUSE READING AND LITERACY IS AN IMPORTANT SKILL FOR LIFE, TO BUILD CREATIVITY AND IMAGINATION AND TO SHARE WITH CHILDREN, BUT BOOKSTORES ARE CLOSING DOWN IN COMMUNITIES AS THEY ARE NOT OFFERING AN EXPERIENCE THAT DRAWS PEOPLE TOGETHER

Target Customers

Who are likely to be our customers?

- Think about the gender, relationship status, where they live, why they are buying and how often they buy of each target customer group.
- Come up with at least two different groups.
- Put detail around these customer groups if you have it to hand.

YOUNG PEOPLE IN SCHOOL / STUDY.
LOOKING FOR SOCIAL SPACE TO RELAX AND SOCIALISE. UP FOR NEW EXPERIENCES. LIVE IN THE LOCAL AREA. LIKELY TO BUY COFFEE AND TREATS AS BOOKS.

Value

Why are customers really buying from you?

- Think about more than just the product / service you offer, to why they do business with you over anyone else. What do people feel when doing business with you, or what do they get from you that is not a monetary benefit?

STORIES THAT EXCITE, TEACH AND CHALLENGE. CONVERSATIONS ABOUT BOOKS. WELCOMING SOCIAL ENVIRONMENT. CHILD FRIENDLY BUT ALSO EDUCATIONAL.

Marketing

How are you going to promote to your customer, and what is the experience of purchasing your product?

- Outline which channels you are going to use to market the solution and what you will share through them.
- Outline the experience the customer gets when receiving / purchasing the product

SOCIAL MEDIA
USE FACEBOOK + INSTAGRAM WITH BOOKS, DISCUSSIONS, EVENTS AND SOCIAL LIFE IN THE STORE.

NEWSLETTER
EMAILS TO DRAW PEOPLE INTO THE STORE AROUND UPCOMING EVENTS AND NEW BOOKS.

SIGNAGE AROUND TOWN
DIRECT PEOPLE TO THE STORE.

SCHOOL EVENT STALL
KEEP REACHING OUT TO YOUNG PARENTS, AND TAKING THE EXPERIENCE TO THEM. PROMOTE THEM TO COME BACK INTO THE STORE.

Staff

What will you pay people to do?

- What do you need people to do to make your solution work?
- What qualifications or experience will they need?

BARISTA

RETAIL SALESPEOPLE, TRAINED IN LITERACY SKILLS AND TEACHING

Resources & Equipment

What things do you need to make money?

- What major equipment do you need for your staff to do their jobs?
- What goods do you need to buy?
- Where will get these goods from?

SHELVES
COFFEE MACHINE + FRIDGES
COMPUTERS FOR SALES
BOOKS FOR SALES
FOOD SUPPLIES FOR CAFE

Key Stakeholders

Who else do you rely on and why?

- Think of all of the businesses you work with, need help from, provide services you rely on or could even provide funding. How do you rely on them, and how do you build a better relationship with them?

BOOK PUBLISHERS
NEED TO KEEP GOOD RELATIONSHIPS TO GET BOOKS AS THEY ARE RELEASED, AND ORDERS IN QUICKLY.

FOOD SUPPLIERS
HEALTHY AND BEST QUALITY FOOD TO SELL.

CUSTOMERS
SHARE THE EXPERIENCE IN THE STORE, AND RECOMMEND OTHERS TO COME IN.

SCHOOLS / CHILDCARE
LEVERAGE RELATIONSHIP TO REACH TARGET AUDIENCE AND SHARE THE JOY OF READING.

LOCAL BUSINESSES
COME AND VISIT FOR COFFEE, AND ENJOY THE EXPERIENCE.

Solution

What is your idea? How is your team going to solve this problem through your idea?

BOOK SHOP
RETAIL - BUYING BOOKS AND RELATED ITEMS.
CAFE - SOCIAL ATMOSPHERE
BOOK PODS + WORKSHOPS - HELP PEOPLE LEARN AND DEVELOP A LOVE OF READING
EVENTS - DIFFERENT THEME
FOCUS BOTH FOR ADULTS AND CHILDREN

YOUNG ADULTS.

BOOKS FOR GIFTS AND PERSON READING.
INTERESTED IN MORE CONTROVERSIAL TOPICS AND DISCUSSIONS.
LOOK TO MAKE STORE EXPERIENCE A REGULAR EVENT.

YOUNG PARENTS.

WANT TO SHARE READING AND STORIES WITH CHILDREN.
MEET WITH OTHER PARENTS.
BRING LIFE TO THE STORE AND ENERGY.

Key Milestones / Stages

How will you get the solution started?

- Outline the stages you will step through before / as you launch your business. What do you need to test or trial before launching the business fully?

BEGIN WITH FAMILY FRIENDLY BOOKS AND COFFEE CART, AND TRIAL AT SCHOOL EVENTS AS A MARKET STALL.
SURVEY CUSTOMERS AND PREPARE FOR THE REAL OUTLET BASED ON DATA.
LOOK AT RENTING A SMALL SPACE TO TEST THE CONCEPT, EXPANDING RANGE OF BOOKS.

Income

How much money are you going to make?

- What are customers being charged?
- Are there different prices for different products, packages or bundle deals?

SELLING BOOKS.
COFFEE AND SNACKS AT THE CAFE.

Expenses

What will you need to spend to make money?

Outline all of your major costs. Look to your Staff, Resources & Equipment & Key Stakeholders for hints.

STAFF
RENT
BOOKS TO SELL.
FOOD SUPPLIES FOR CAFE.
ADVERTISING.