

# Planning Canvas

SCHOOL NAME

**ILLUMINATE EDUCATION**

BUSINESS NAME

**TREAT YO' SHELVES**

TEAM NUMBER

**00**

VERSION

**1**

<p><b>Problem Frame</b> What is the issue that your team can see?</p> <p><b>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</b></p>	<p><b>Target Customers</b> Who are likely to be our customers?</p> <ul style="list-style-type: none"> <li>- Think about the gender, relationship status, where they live, why they are buying and how often they buy of each target customer group.</li> <li>- Come up with at least two different groups.</li> <li>- Put detail around these customer groups if you have it to hand.</li> </ul> <p><b><u>YOUNG PEOPLE IN SCHOOL / STUDY.</u></b> <b>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.</b></p>	<p><b>Value</b> Why are customers really buying from you?</p> <ul style="list-style-type: none"> <li>- 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?</li> </ul> <p><b>STORIES THAT EXCITE, TEACH AND CHALLENGE. CONVERSATIONS ABOUT BOOKS. WELCOMING SOCIAL ENVIRONMENT. CHILD FRIENDLY BUT ALSO EDUCATIONAL.</b></p>	<p><b>Marketing</b> How are you going to promote to your customer, and what is the experience of purchasing your product?</p> <ul style="list-style-type: none"> <li>- Outline which channels you are going to use to market the solution and what you will share through them.</li> <li>- Outline the experience the customer gets when receiving / purchasing the product</li> </ul> <p><b><u>SOCIAL MEDIA</u></b> <b>USE FACEBOOK + INSTAGRAM WITH BOOKS, DISCUSSIONS, EVENTS AND SOCIAL LIFE IN THE STORE.</b></p> <p><b><u>NEWSLETTER</u></b> <b>EMAILS TO DRAW PEOPLE INTO THE STORE AROUND UPCOMING EVENTS AND NEW BOOKS.</b></p> <p><b><u>SIGNAGE AROUND TOWN</u></b> <b>DIRECT PEOPLE TO THE STORE.</b></p> <p><b><u>SCHOOL EVENT STALL</u></b> <b>KEEP REACHING OUT TO YOUNG PARENTS, AND TAKING THE EXPERIENCE TO THEM. PROMOTE THEM TO COME BACK INTO THE STORE.</b></p>	<p><b>Staff</b> What will you pay people to do?</p> <ul style="list-style-type: none"> <li>- What do you need people to do to make your solution work?</li> <li>- What qualifications or experience will they need?</li> </ul> <p><b>BARISTA</b></p> <p><b>RETAIL SALESPEOPLE, TRAINED IN LITERACY SKILLS AND TEACHING</b></p>	<p><b>Key Stakeholders</b> Who else do you rely on and why?</p> <ul style="list-style-type: none"> <li>- 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?</li> </ul> <p><b><u>BOOK PUBLISHERS</u></b> <b>NEED TO KEEP GOOD RELATIONSHIPS TO GET BOOKS AS THEY ARE RELEASED, AND ORDERS IN QUICKLY.</b></p> <p><b><u>FOOD SUPPLIERS</u></b> <b>HEALTHY AND BEST QUALITY FOOD TO SELL.</b></p> <p><b><u>CUSTOMERS</u></b> <b>SHARE THE EXPERIENCE IN THE STORE, AND RECOMMEND OTHERS TO COME IN.</b></p> <p><b><u>SCHOOLS / CHILDCARE</u></b> <b>LEVERAGE RELATIONSHIP TO REACH TARGET AUDIENCE AND SHARE THE JOY OF READING.</b></p> <p><b><u>LOCAL BUSINESSES</u></b> <b>COME AND VISIT FOR COFFEE, AND ENJOY THE EXPERIENCE.</b></p>
<p><b>Solution</b> What is your idea? How is your team going to solve this problem through your idea?</p> <p><b><u>BOOK SHOP</u></b> <b>RETAIL - BUYING BOOKS AND RELATED ITEMS.</b> <b>CAFE - SOCIAL ATMOSPHERE</b> <b>BOOK PODS + WORKSHOPS - HELP PEOPLE LEARN AND DEVELOP A LOVE OF READING</b> <b>EVENTS - DIFFERENT THEME</b> <b>FOCUS BOTH FOR ADULTS AND CHILDREN</b></p>	<p><b><u>YOUNG ADULTS.</u></b> <b>BOOKS FOR GIFTS AND PERSON READING.</b> <b>INTERESTED IN MORE CONTROVERSIAL TOPICS AND DISCUSSIONS.</b> <b>LOOK TO MAKE STORE EXPERIENCE A REGULAR EVENT.</b></p> <p><b><u>YOUNG PARENTS.</u></b> <b>WANT TO SHARE READING AND STORIES WITH CHILDREN. MEET WITH OTHER PARENTS. BRING LIFE TO THE STORE AND ENERGY.</b></p>	<p><b>Key Milestones / Stages</b> How will you get the solution started?</p> <ul style="list-style-type: none"> <li>- 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?</li> </ul> <p><b>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.</b></p>	<p><b>Resources &amp; Equipment</b> What things do you need to make money?</p> <ul style="list-style-type: none"> <li>- What major equipment do you need for your staff to do their jobs?</li> <li>- What goods do you need to buy?</li> <li>- Where will get these goods from?</li> </ul> <p><b>SHELVES</b> <b>COFFEE MACHINE + FRIDGES</b> <b>COMPUTERS FOR SALES</b> <b>BOOKS FOR SALES</b> <b>FOOD SUPPLIES FOR CAFE</b></p>		
<p><b>Income</b> How much money are you going to make? - What are customers being charged? Are there different prices for different products, packages or bundle deals?</p> <p><b>SELLING BOOKS.</b> <b>COFFEE AND SNACKS AT THE CAFE.</b></p>	<p><b>Expenses</b> What will you need to spend to make money? Outline all of your major costs. Look to your Staff, Resources &amp; Equipment &amp; Key Stakeholders for hints.</p> <p><b>STAFF</b> <b>RENT</b> <b>BOOKS TO SELL.</b> <b>FOOD SUPPLIES FOR CAFE.</b> <b>ADVERTISING.</b></p>				