

A DIGITAL BOOK CROSSING CORNER IN
PALMIERI-RAMPONE-POLO
TAKE A BOOK!
LEAVE A BOOK!



IN ORDER TO REALISE OUR PROJECT WE HAVE TO DO A DATABASE WHERE DEMAND AND OFFER MEET





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HOW DOES THE PROJECT DEVELOP?

- ✓ Need to buy and exchange second hand school books
- ✓ Payment terms to be agreed
- ✓ Annual subscription to access the service

2 Re-cycling / Re-using

- ✓ It offers a service to all school community
- ✓ It creates value because it is environmentally friendly



3

From the past methods to the new ones



Knocking the doors to ask for books



Connecting to a virtual community to find what you need



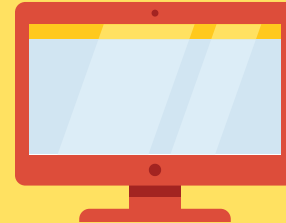
Digitalization, legalization of the business

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SWOT ANALYSIS



VS



STRENGTHS

- Unique approach
- Easy navigation
- Flexibility on product pricing

OPPORTUNITIES

- Ability to address school market
- Attract wider consumers
- Improve on line sales

WEAKNESSES

- Poor location
- Distribution
- Staff motivation

THREATS

- Low market entry costs
- approach could be copied by competitors
- opposition from publishing houses

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FEASIBILITY



In conclusion our ideas will turn into action if we can explain what our vision is and the necessary strategy to achieve it.

THANK YOU