

LINN BOOK BAR ESSAY

Bo Tian*, **Supot Rattanapun**** & **Channatcha Channarong*****

, International College, Southeast Asia University, Thailand.*

**** Southeast Asia University*

**E-mail: s6341B20025@live.sau.ac.th, ** drsupotr@gmail.com,*

**** channatchac@sau.ac.th*

ABSTRACT

The book bar is an emerging service industry that provides services that meet the spiritual needs of intellectuals. The service industry, with intellectuals as the mainstream consumers, has an advantage in understanding the psychology of consumers. The casual book bar combines the advantages of a library and a book cafe, allowing people to flip through fashion magazines or popular magazines while drinking coffee and chatting, and also allowing people to relax in soothing music, relieving the fatigue of work and the pressure of study.

Keywords: close to life; fashionable book bar; reading space

INTRODUCTION

Several phenomena have been observed in the treatment of books by university students in our school: for some subjects books remain in a state where they can continue to be used after the end of the semester. Some students who are about to study these subjects find it too expensive to buy new books, but the unreasonable prices and limited availability of used books in nearby used bookstores make them more inclined to be able to borrow used books. However, because of the asymmetry of information, there is no trading platform between the supply and demand side. At this time, the Linn Book Bar, with its wide range of books, diversified services, favourable prices and elegant environment, was born.

INDUSTRY TRENDS

a. Our book bar will look for new books every semester to ensure that they are current, while the environment is elegant and not crowded, while providing quality services at moderate price points.

b. We are also implementing online book ordering and offline book delivery so that students can enjoy quality services without having to leave home; in terms of products, we will implement a membership system and also launch specific special offers during holidays to thank students for their support and to attract more new students to join.

c. In terms of service, we will provide more part-time opportunities for university students, such as offline book delivery staff and milk tea shop staff, and train them to provide quality service to customers.

d. For the operation of the milk tea shop, we have developed a series of normative

standards for the product production process, manufacturing of finished products, etc., and strictly implemented through the Supervision Department from the supply of raw materials to production and production to the consumption of products to ensure hygiene and safety and hygiene, so that customers can eat with confidence.

e. In addition, the book bar will also launch a package service to give students more discounts.

MARKET ANALYSIS

The bookstore is located in the central part of the university, and the current customer base is mainly aimed at university students and teachers. For our school near the small bookstore environment are generally poor, less service content and most of the same, in terms of price, is not good value for money, through the issue of advertising, WeChat publicity, campus radio, classmates word-of-mouth publicity, under the dormitory publicity, etc., as a characteristic, freshness, reasonable prices, quantity and quality of this book bar, gr reasonable, quantity and quality of this book bar, I believe that this book bar will attract a lot of customers, in addition In addition, through a certain amount of publicity, it will also attract students from the adjacent schools. So the market potential is still very large.

The STHENGTH book bar is a solution to the serious problem of occupied seats in the school library, and offers a better environment and better service than the off-campus bookstore. In addition, with a membership system and occasional feedback events and festive celebratory offers, this book bar should be very popular with customers and attract new students. Meals will also be served with cold drinks, iced porridge, hot drinks and pastries, and free tea will be available. Simple, comfortable and elegant decoration will be a feature of the book bar. Students generally like to study in a clean and well-serviced environment, so satisfactory service will also be a feature of the shop. In addition, school libraries have clear opening and closing times, and off-campus bookshops rarely offer tea and desserts, so an off-campus shop will be able to capture this lost market share due to the time difference more easily.

WEAKNESS ANALYSIS: Due to the fact that it is just starting out, the fast food restaurant is smaller in scale, e.g. the book bar is more limited in terms of human resources, book collection, etc. The competition inside and outside the school district is also relatively fierce, so there is still a considerable disadvantage. On the other hand, because school holidays are fixed, the clientele will plummet during the winter and summer holidays, which will be even less than the summer, and this will be a more difficult problem to solve.

OPPORTUNITY analysis: According to our market research and analysis, the market demand for our products exists and has a certain degree of competitiveness. And I am one of the largest customer group of students ----, so I can better understand what kind of products and services customers need, from these aspects, is should have a good chance to enter this market.

THREAT analysis: book bar services and product quality and the level of quality and operating costs have a direct and inevitable link, so the price of the product will not be lower than competitors, although the overall price is not too high, but in contrast, the affordability of customers will become a major test. Moreover, costs are directly linked to profits, and the

amount of profit is a major determinant of survival in the competition. Furthermore, whether the majority of customers will be satisfied with the product is also a test.

COMPANY STRUCTURE

The entire book bar does not require many managers and service staff and the workload is small, but these people are required to be able to communicate well with customers and focus on the quality of service, so we will be a little more rigorous in the selection of staff. In addition, we intend to employ students from the school as service staff, firstly to provide a chance for students to work and to relieve the pressure on their families, and secondly to save costs, where we will take into account the physical condition of the students.

BUSINESS STRATEGY AND PLAN

With the effective operation and scientific management of the bookstore, we will expand our business at a later stage and seek partners to open a chain of shops in major campuses, replicating and reinventing this new type of bookstore to achieve unified management and large-scale development.

The opening of the bookstore will take place in five months' time. The plan is to have the venue for the restaurant built and decorated in three months. After that, we will contact suppliers to hire staff, investigate the book-reading habits of nearby customers, publicise the shop, and then proceed to prepare for business; after business, we will use two months to make the shop a well-known book bar in our university, with a daily customer flow of more than 200 people; we will use three years to summarise a set of reasonable book bar business models suitable for local university students, and use five years to recruit executive partners among university students across the country to The book bar will form a brand in the universities.

FINANCIAL ANALYSIS

Bookstore turnover Mobile population and people's preference for coffee and books is expected to be 400-800 per day, which may fluctuate up or down depending on the off-peak season. A weekly summary of the week is conducted to discuss problems and solutions

If the company does not distribute profits to shareholders for five consecutive years, and the company has been profitable for those five consecutive years and meets the conditions for distributing profits set out in this Law, the shareholders' meeting adopts a resolution to amend the articles of association to keep the company in existence. If the company does not make a profit after several years, the shareholders may choose to buy back the shares of the investors at a premium.

CONCLUSION AND FUTURE REFERENCE

New enterprises often face the problem of insufficient funds at the beginning of their start-up, and the poor flow of funds is a fatal blow to this enterprise. In order to solve that problem, the relevant advantages and disadvantages are clarified to them, so that they can firmly resolve to invest.

The book bar is integrated in accordance with the living rules, functional requirements and aesthetic will of the consumer population. To meet the physiological and psychological needs of people, but also in turn "guide" the user's way of life and entertainment, so that the design itself can affect people's interests and spirit; book bar purpose is to allow people to forget the pressure of life here, to enjoy the pleasure of reading, so as to achieve a kind of spiritual comfort and enrichment. Together with a comfortable, lively, stylish, positive, warm and generous atmosphere, it creates an ideal place for people to rest and relax.

REFERENCES

- [1] Jian, J. (2012). *Research on the Development of China's Private Book Industry*. Author
- [2] Wennian, P. (2008). *Times Change and the Status of the Private Book Industry Trespass*. Author
- [3] Xihaigu, X. Y. (2011). Editorial Independent Bookstore, Hello. Golden City Press, 2.
- [4] Xin, H. (2013). *Domestic independent bookstore survival dilemma and development countermeasures research*. Author
- [5] Yuan et al. (2010). *Bookstores of beauty*. New Star Publishing House.
- [6] Zhenxian, H. (2007). *China's private book industry development research report*. Author
- [7] Zheng, S. (2013). Private entity bookstore to take the plight of the way to break the ice. Author