

PUBLISHING COMPANY PROPOSAL

Publishing.



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FOREWORD

Before we start, we would like to express our gratitude for the presence of The Almighty, who has given us facilities and pleasure that made us able to finish this final project proposal on time. We also wanted to thank Mr. Zalzulifa, M.Pd, who has been given this task for us. We've learned a lot and gained new knowledge, especially in the value of building a business in a second language. We are very thankful. We, Group One, made this paper assignment to fulfill our English Specifics and Purpose for the PBBL task. We've received a lot of assistance in order to have this assignment done perfectly. Therefore, we want to say thank you to those who helped our group and sincerely apologize for any shortcomings or imperfections in the proposal.

Jakarta, 11 April 2023

BACKGROUND

Our company is a publishing company founded in 2022. We focus on the production and distribution of non-fiction and educational books, as well as several fiction books that have received awards at the national level.

We have a team of professional and experienced editors and designers to ensure that every book we produce is of good quality and attractive to readers.

In addition, we also have good relationships with local and international writers to obtain high-quality works that are relevant to the needs of society.

We are committed to expanding our publishing reach by launching digital books that can be accessed by more people. In addition, we also continue to innovate in technology and infrastructure to accelerate production and distribution processes, as well as expand the publishing mar

VISION

To become a leading and trusted publishing company in Indonesia, producing the best quality works for society that have a positive impact.

MISION

1. Producing high-quality works that entertain, inspire and provide new insights for readers.
2. Expanding the reach of publishing by launching digital books that can be accessed by more people
3. Build strong relationships with authors and customers to ensure consistent quality and high customer satisfaction.
4. Develop strategic partnerships with related companies to expand markets and improve operational efficiency.
5. Menjaga kualitas dan keandalan layanan penerbitan dengan berinvestasi dalam teknologi dan infrastruktur yang modern.

BUSINESS CANVAS

- KEY PARTNER
 1. Other publishers

- 2. Local writer
 - 3. Bookstores and libraries
 - 4. Distribution and printing services
- KEY RESOURCE
 - 1. Experienced and professional team of editors and designers
 - 2. Good relationship with local writers
- KEY ACTIVITIES
 - 1. Production of high quality books
 - 2. Conduct market research to find out the needs of readers
- VALUE PROPOTION
 - 1. High quality work
 - 2. wide distribution throughout Indonesia
 - 3. strategic partnership
- CUSTOMER RELATIOONSHIP
 - 1. ensuring consistent quality and high customer satisfaction.
 - 2. Provide adequate after-sales service
- CUSTOMER SEGMENT
 - 1. Physical and online bookstores
 - 2. Libraries and educational institutions
 - 3. Company website
 - 4. National book distribution network

- COST STRUCTURE
 - 1. Employee salaries and operational costs
 - 2. The cost of producing physical and digital books
 - 3. Marketing and promotion costs
 - 4. Distribution and shipping costs
- REVENUE STREAMS

1. Sales of physical books
 2. Sales of digital books
 3. Royalties from selling books to other bookstores
- CHANNELS
 1. Physical and online bookstores
 2. Libraries and educational institutions
 3. Company website
 4. National book distribution network

SWOT ANALYSIS

1. STRENGTHS

- Interesting and relevant high quality works for customers
- Experienced and professional team of editors and designers
- Good relationship with local writers
- A professional and healthy work place

2. WEAKNESS

- High book production costs
- The risk of publishing books that are not selling well in the market
- Financial limitations to carry out more aggressive marketing campaigns

3. OPPORTUNITY

- Sales of E-Books: Publishing companies can take advantage of the rapidly growing e-book market.
- Social Media Development: Companies can leverage social media to increase brand awareness and acquire new audiences.

4. THREAT

- New technology that can replace physical books with digital form
- Changes in people's reading behavior that are getting lower
- Unstable fluctuations in the book market

LIST OF SERVICES

Bubo Publishing is a publishing company that offers a variety of quality services and products for consumers and writers. The following is a list of services offered by Bubo Publishing :

1. **Book Publishing:** Bubo Publishing publishes books in a variety of genres, from fiction to non-fiction books.
2. **Magazine Publishing:** Bubo Publishing also publishes high quality magazines on topics such as health, fashion, technology, business and many more.
3. **E-Book Publishing:** Bubo Publishing publishes e-books for books and magazines, enabling consumers to read the content they love on their devices such as tablets, smartphones or laptops.

WORKING TIME

The time it takes to turn a manuscript into a book can vary depending on various factors, such as the length of the manuscript, the complexity of its contents, and the number of revisions required. However, in general, the process of creating a book can take several months to a year or even more. Following are the general steps in making a book in bubo publishing along with the estimated time required for each stage:

1. Screenwriting (1-6 months)
2. Revision (1-3 months)
3. Editing (1-2 months)
4. Design and layout (1-2 months)
5. Printing and publishing (1-2 months)

