

1. Business Hypothesis

Law students in Ghana find it difficult to obtain law books. This business proposes a one-stop online shop that will provide law books and other legal resources to law students, lawyers, law lecturers and other players in the legal system.

2. Survey Questions

This is where you will list the questions in your survey.

Question 1 – What is your age?

- a. < 26yrs b. 26 – 30yrs c. 31 – 35yrs d. 36 – 40yrs e. > 40yrs

Question 2 – What is your gender?

- a. Male b. Female

Question 3 – What is your status in the legal system?

- a. Pre-LLB b. LLB c. PLC d. PC e. Lawyer

Question 4 – Your Institution? ANS:

Question 5 – Your Region? ANS:

Question 6 – Which law books do you have difficulty in purchasing?

- a. Statutes b. Foreign textbooks c. Local textbooks d. Law Reports e. Articles/Other publications

Question 7 – Which of the following will you prefer?

- a. Hard cover b. Paperback c. digital copy

Question 8 – Will you pay a little extra to have these resources delivered to you?

- a. Yes b. No

Question 9 – Which digital copy do you prefer?

- a. Pdf b. epub c. doc d. odt e. other

Question 10 – Which device do you use?

Question 11 – What is your household income/yr?

- a. GHS 0 – 4,999 b. GHS 5,000 – 9,999 c. GHS 10,000 – 14,999 d. > GHS15,000

Question 12 – which of the following services will you prefer?

- a. Book hiring b. Book sales c. App subscription d. Book emailing

3. Relevance of Questions

Questions 1 & 2 – These questions relate to my business hypothesis because they help me understand the specific challenges faced by the would-be clients, be it technological or access to well stocked bookshops or community and/or school libraries.

Question 3 - It is important to know this because it will help the business know which levels to concentrate on the most and quantity of which books or materials to buy.

Question 4 – Helps to know institutional capacities and how to provide tailor-made solutions to each institution. For instance, some institutions have well stocked libraries and internet facilities. Others are new with only a handful of students, so each institution will have to be treated differently in terms of supply and delivery of materials.

Question 5 – Also helps to know which regions to focus on the most. Regions with lots of traditional and well-established bookshops will provide competition, whereas Regions with no recognised bookshops might serve as blue oceans that are ready for the taking.

Question 6 – Will help us know where particular students have difficulties; is it in purchasing textbooks (local/international), journals/articles, Acts of Parliament, etc etc, or accessing online/digital content.

Question 7 – Will help the business deal with the personal preferences of the potential client – is it hard copy (both hard cover or paperback), photocopies of portions of books, or softcopies.

Question 8 – Will help in pricing the cost of the service to meet potential clients' purchasing power.

Question 9 – Helps to identify the respective file extensions to collect for specific clients.

Question 10 – Knowledge of the predominantly used operating system will help serve potential clients better.

Question 11 – Will help in deciding payment plans for clients and also the kind of materials to advertise to classes of clients.

Question 12 – Client preference will help massively in decision-making regarding services such as book hiring, outright sale, app development or softcopy download types.

4. Goals and Objectives

The survey is to help the business collect accurate information on potential clients. This survey will help the business know the specific difficulties faced by the clients, the specific materials the business would have to invest in and how the business can derive benefit by meeting the needs of its clients.

5. Data Collection Plan

I will use online survey.

This is because majority of my respondents are assumed to be digital-literates and that will make it easier to reach them.

This methodology will save lots of costs and the data can be analysed easily.

Key:

LLB – Bachelor of Laws

PLC – Professional Law Course

PC – Post Call