**CSR Business Marketing**

**Offline Marketing Online Marketing**

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| Compulsory to send book on each book shop  | * Send book from 1 office to across the world
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|  |  |
| * Shopkeepers may holds payments, need much investment
 | * Each book amount received before to courier
 |
| * Costly to send books to all book shops
 | * Through courier it will save a lot
 |
| * In upcoming 5 year 80% book shops will closed
 | * Life time online open shop day and night
 |
| * In 2-5 years max student will not carry books
 | * They will buy or e-learn through Mobile
 |
| * Printing papers may be closed in 15+ years
 | * E-learning will be for life time
 |
| * No extra 10%-15% profit after printing, transportation and sharing profits with shops
 | * 90% profit through e-learning
 |
| * 5 Books no one student want to carry
 | * 500 E-Books available in a mobile all the time
 |
| * If mistake in content, printing then?
 | * In hour 1, crores of student will get updated e-books
 |
| * So, hard and costly to reach 1 lakh students in 1 month
 | * 1+ crores students can be reached for new books in

1 month  |
| * Advertisement media is so costly min. Rs. 20,000 for small ads in news paper for small town with 2% results for 1 day only
 | * Life time promotion on small investment with 20% results
 |
| * From 1 book Rs. 935/- only 10% Rs. 93.50 profit
 | * Through E-book Rs. 500, 90% i.e. Rs. 450/- profit
 |
| * 100% work and investments results and profits will decrease yearly.
 | * 10% work and 2-5% investment but results 200% and profits 20-90% with life time growth.
 |
| * No guarantee in digital world after 10 years print will continue same as the present market.
 | * 100% Guarantee you will be no.1 in offline or digital world
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We hope you will like our digital world business marketing policy.

The report has been analyzed by

Er. Raj Sahaniya

Founder & Director - Sahaniya Technologies Pvt. Ltd. and Searchdonation.com (A Network of 75000+ NGOs)

+91-9555489021, 9599858841/42

1174, 4th Floor, Govindpuri, Kalkaji, New Delhi-110019, India

raj@sahaniyatech.com, sahaniyaraj@gmail.com

[www.sahaniyatech.com](http://www.sahaniyatech.com), [www.searchdonation.com](http://www.searchdonation.com)