**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 |
|  |  |
| * 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 |

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](mailto:raj@sahaniyatech.com), [sahaniyaraj@gmail.com](mailto:sahaniyaraj@gmail.com)

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