

Marketing Plan

2.1.3 Market Trends

The trend in public libraries is towards breaking traditions and discovering new ways to deliver services while still maintaining traditional core services. For example, customers expect both a traditional reference collection (monographs and serials) and access to online resources. There is also a growth in customer expectation that a reference query can be submitted at any time via the web. The trend in multiple forms of public library access offers WPLS a great opportunity to not only better service existing customers but to attract non-users.

Market Forecast

{Insert a chart or table here}

2.1.4 Market Growth

The market trends discussed in the previous topic point toward a market growth currently estimated at 30% for the next two years. We would like to take advantage of this and try to create growth in our membership by at least 25% by expanding our programs, and by matching our collections and accessibility better to needs and demands.