

UNIVERSITÉ DE YAOUNDÉ II



UNIVERSITY OF YAOUNDE II

École Supérieure des Sciences et  
Techniques de l'Information et  
de la Communication



Advanced School of Mass  
Communication

## PROFESSIONAL REALIZATION

# NOVEL: Maddie; All I want is my parents' attention

Prepared and defended publicly in a view of obtaining a professional Bachelor's Degree in the  
Advanced School of Mass Communication.

*Option:*

**Publishing and Graphic Arts**

*By:*

**Akwi blessing Tah**

*Matricule :*

**18C0026-E**

*Academic year: 2021/2022*

*Date of defense: November 2022*



**WARNING**

The University of Yaoundé II does not intend to give any approval or disapproval to the opinions contained in this technical file. These opinions should be taken as the author's own

## SPECIAL THANKS

We will like to thank all those who contributed in one way or the other to the success of our internship

We will also like to thank the director of the Advanced School of Mass Communication (ASMAC), Prof Alice Nga Minkala, for giving us the opportunity to set up our editorial projects.

Special thanks to all the lecturers of ASMAC for providing us with all the knowledge we were able to acquire.

A special thanks to the Director of *Éditions NMi Education*, Mr. Belo Hasane Wamba and all our supervisors who trained and supported us throughout this professional experience with a lot of patience and pedagogy.

.

## INTRODUCTION

After a three-year training undergone in the Advanced School of Mass Communication Yaoundé, every student is required to come up with a project, which presents the creation of an enterprise according to the domain chosen. In the publishing field, the various domains are; audiovisual, cinematography, multimedia, discography and book publishing. The student in question is to present an enterprise in either of the domains, alongside its first product. He or she should be able to defend his or her project in front of an able jury.

Following the above obligations, we have decided to present an editorial project, which entails the publishing of youthful books such as; books for children, comic strips, novels, illustrated tales and short stories. The name of the publishing house is *Edi Jeune*. The first product of this publishing house is a novel titled **Maddie; All I Want is My Parents Attention**. It's a fictional story which presents the life of a young girl who was very talented and intelligent as well, she lived all her life doing everything her parents wanted but never got her parents attention. She was practically raised by herself as she never lacked anything money could buy but she didn't have her parent's attention. This made the little girl go to the point where she almost a live a life which didn't resemble her. The point of this story is to educate children and inculcate in them the act of humility, respect and love, and also teach parents to always look out for their children no matter how busy they are. In order to touch as many children as possible, *Edi Jeune* has decided to equally produce audio/video books, Books with sign languages for the dump children and do this to be helpful to the disabled (blind) and illiterate children. Also, use different storages and means of communication in order to make this book get to its target. For what it is worth, *Edi Jeune* is out to inspire, motivate and educate children and youths from 1-20 years old. That said, this project is presented in three main blogs which are; presentation of the enterprise, presentation of the first product of the enterprise and the follow up of the project.

**PART ONE**  
**PRESENTATION OF THE ENTERPRISE**

**CHAPTER 1: GENERAL PRESENTATION OF THE  
ENTERPRISE**

## **1. PRESENTATION OF THE ENTERPRISE**

### **1.1 Context of Creation**

The idea of creating *Edi Jeune* was born on APIRL 11 2021. This idea was an initiative of AKWI BLESSING TAH, a final year student from the publishing field in the Advanced School of Mass Communication Yaoundé. Due to her concern about the leaders of tomorrow, she wants to bring up a generation of youths who have a high spirit for reading, a good experience in writing and a creative mind-set.

### **1.2 Name of the Enterprise**

Our publishing house which is specialised in the publishing of youthful books such as; comic strips, books for children, illustrated novels and illustrated tales amongst others chose the name *Edi Jeune*. The name of our publishing house is derived from the fact that the publishing house is aimed at raising leaders or a generation of more readers, young and creative writers.

### **1.3 Editorial Policy**

*Edi Jeune* is following a policy of publishing youthful books aimed at educating and motivating children and parents and also giving them a reason to work hard in their daily lives. That said, *Edi Jeune* have a certain number of collections following the editorial line of the house. These collections are:

- **Toddlers Collection**

This collection is dedicated to books for very young children, from 1- 6 years old. Books in this collection are drawing books. These books have an educational value in that, they'll teach children how to draw and colour at a very tender age. Books in this collection will also include books for children, illustrated tales, how to do book and short stories. These stories and tales will be accompanied with images to ease the comprehension of the stories

- **Clever-Mind Collection**

Books in this collection are meant for children from 7-14 years old. The books in this collection are comic strips and short stories. The stories are Educative stories which will not just teach but make children capture the profundity of history, manners, behaviour and black excellence. These stories will be told narrative forms.

### **1.9. Teens Collection**

Last but certainly not the least, is the teen collection. This collection is for teens from 15-20 years old. Given the fact that this age range is very delicate when it comes to reading, we have decided

to publish novels and short stories in this collection, which will make the children build the desire to read and write.

#### 1.4 Localisation

*Edi Jeune* is located at Carrefour Biyem-assi Yaoundé. The choice of this location is due to the proximity of the house to various schools where we can find our targets, especially the core target.

*Edi Jeune* can be contacted through the following addresses;

- Tel: (+237) 680253748/650212500
- Email *Edi Jeune* @gmail.com
- Website: [www \*Edi Jeune\*.com](http://www.EdiJeune.com)
- Twitter: @ *Edi Jeune*
- Facebook: @ *Edi Jeune*

#### 1.5 Corporate Design

The objective is to assert a real brand suitable for all, identifiable and can be on all our platforms and equally during events. Through the graphic charter, the actions of *Edi Jeune* will be strengthened more than ever and will have more impact and visibility. This identity reflects the dynamics and fundamental values of our publishing house. The corporate design will guide us in the proper use of the new identity and its application on the main storages that we will use internally, at the field, and during events.

#### 1.6 logo



The logo of *Edi Jeune* is a composition of the first letters of the name of the publishing as J which stands for *Jeune* which means youths in english and E for *Edition* which means publish in english, it's in the form of a book as we can see a little girl almost the age of 12 -15yrs reading a book. All this representing the concept of the publishing house still on the logo we have three colours blue, yellow and black, a below is what the colours represent **Blue**

BLUE is intellectual. Blue is the colour of the mind and is essentially soothing. It signifies intelligence, communication, trust and efficiency **Black**

Black is the colour of authority and power, stability and strength. It is also the colour associated with intelligence. It communicates absolute clarity, sophistication and uncompromising excellence and it works particularly well with white. Black creates a perception of weight and seriousness.

### **Yellow**

Yellow is a colour associated with sun. It symbolizes optimism, energy, joy, happiness and friendship. It might also stand for intellect. It is strongly associated with food, often evoking cheerful feelings.

With that being said, some of our communication storages will: - **Business**

### **Cards**



Format: 8.5x5.5 mm

Printing: Four-color recto

Storage: Coated white 300g



## - T-Shirt



## 2 MISSIONS AND OBJECTIVES

### 2.1 objectives

- Educate youths through youthful books
- Entice youths to read
- Increase creativity in the minds of youths
- Build up a sure reading foundation in the lives of every youth
- Respond to the need of every child in terms of education
- Teach children through entertainment
- Inspire every child to work hard
- Reveal abilities in every child
- Prepare and train children for a better future - Promote creativity in writing

### 2.2 Missions

- Encourage creativity amongst them through the act of writing
- Assist in the development of children and youths academically
- Produce adequate reading materials for youths
- Inculcate reading habits in children from tender ages
- Creating, entertaining and educating children from a different perspective
- Pushing children positively to dare do what might seem impossible

### 2.3 Vision and Slogan

- **Vision:** our vision is that in the next ten years, we should have a world where children are aspired and impacted by our books from a very tender age. Also, being a reference not only nationally but internationally, that is, in Cameroon, Africa and the whole world in terms of publishing youthful books.
- **Slogan:** Publish with the youths for the public


### 2.4 Services and Products **Services:**

- Management and control of artistic works
- Conceiving illustrations for books
- Mounting of books and communication storages using software
- Proof reading and corrections of manuscripts
- Translation from French to English or English to French and equally to different vernaculars

### **Products**

- Children's books
- Comic strips
- Drawing books
- Illustrated tales
- Short stories
- Novels
- Audio books
- Cartoon

## 3 Fact Sheet

Name of the enterprise	Edi Jeune
Date of creation	11 April 2020
Slogan	Publish with the youths for the public
Director/CEO	Akwi Blessing Tah
Logo	
Judicial Status	Limited Liability Company
Domain of activities	Publishing of children's books, comic strips, illustrated tales, short stories, drawing books, novels, audio books and cartoons.
Localisation	Carrefour Beyama-assi Yaounde
Postal mail	P.O. Box 79 Yaounde-Cameroon
Telephone	680253748/650212500
Email	<a href="mailto:Edi Jeune@gmail.com">Edi Jeune@gmail.com</a>
Website	<a href="http://www.Edi Jeune.com">www. Edi Jeune .com</a>
Twitter	@ Edi Jeune
Facebook	@ Edi Jeune

# CHAPTER TWO: HUMAN AND MATERIAL RESOURCES

## 1. HUMAN RESOURCES

Considering the fact that Edi Jeune is a publishing house specialised in the publishing of youthful books, there are a certain number of human resources required for the accomplishment of the task. Some human resources are permanent, while others can be temporal.

### 1.1 Full-Time Workers

#### **DIRECTOR GENERAL/ CHIEF EXECUTIVE OFFICER**

The Director General/Chief Executive Officer of Edi Jeune is,

*Miss. Akwi Blessing Tah*, founder of the enterprise. She has the following responsibilities to accomplish;

- She is the manager of the enterprise.
- She is in charge of employment in the enterprise
- Pertinent decisions on the enterprise's fate are made by her
- She has to study the competitors of the enterprise very closely
- She has to determine the budget of the enterprise and decide how much will be spent for every task
- She has to represent the enterprise when collaborating with investors or partners
- She is the mark/bearer of the enterprise
- She is to reward the employers of the enterprise on a monthly basis

#### **PUBLISHING SECRETARY**

*Miss Indah Elizabeth Tah* occupies this post. She has the following functions;

- She receives manuscripts when they get into the publishing house
- She anonymised the manuscripts before forwarding them to the editorial department
- She equally goes on a hunt for authors when the need arises
- She assists the director general in selecting relevant manuscripts to be published
- She proofreads all manuscripts before they are published

#### **ARTISTIC MANAGER**

Given the fact that Edi Jeune children's books which require many illustrations, an artistic manager is therefore a necessity in the house. *Mr ATABOT Benjamin* assumes this post. He has the following responsibilities;

- Manages and controls the artistic team
- Control the illustrations for all books
- Reads books with his team in order to come up with corresponding illustrations.
- Mounts books and equally videos(cartoons) for books which require animations
- **Assure a suitable corporate design for the enterprise**

## **SALES MANAGER**

The sales manager is a very vital actor in our enterprise. The sales manager is no other than *Miss Tah Mercy Zee* She has the following responsibilities;

- She is in charge of the commercialisation of the enterprise
- She comes up with mechanisms with which we will attain our target.
- While doing that, she also has to take into account what our competitors are up to, so as to be better off than they are.
- She is to ensure the entrance of finances into the enterprise.
- She equally has to make sure that the enterprise is adequately publicised on the media
- She is the one who keeps the budget of the enterprise.
- In the same light, she assists the Director General in looking for finances, when need be.
- She also supervises the accomplishments of the enterprise in terms of generation of finances.

## **SECRETARY**

*Miss Ngum Mirable* occupies this post. Her responsibilities are as follows;

- She types all manuscripts with the appropriate fonts and sizes
- After every administrative meeting, she is to jot down the minutes of the meeting
- She is also to record every author who comes in with a manuscript - She works in direct collaboration with all other services

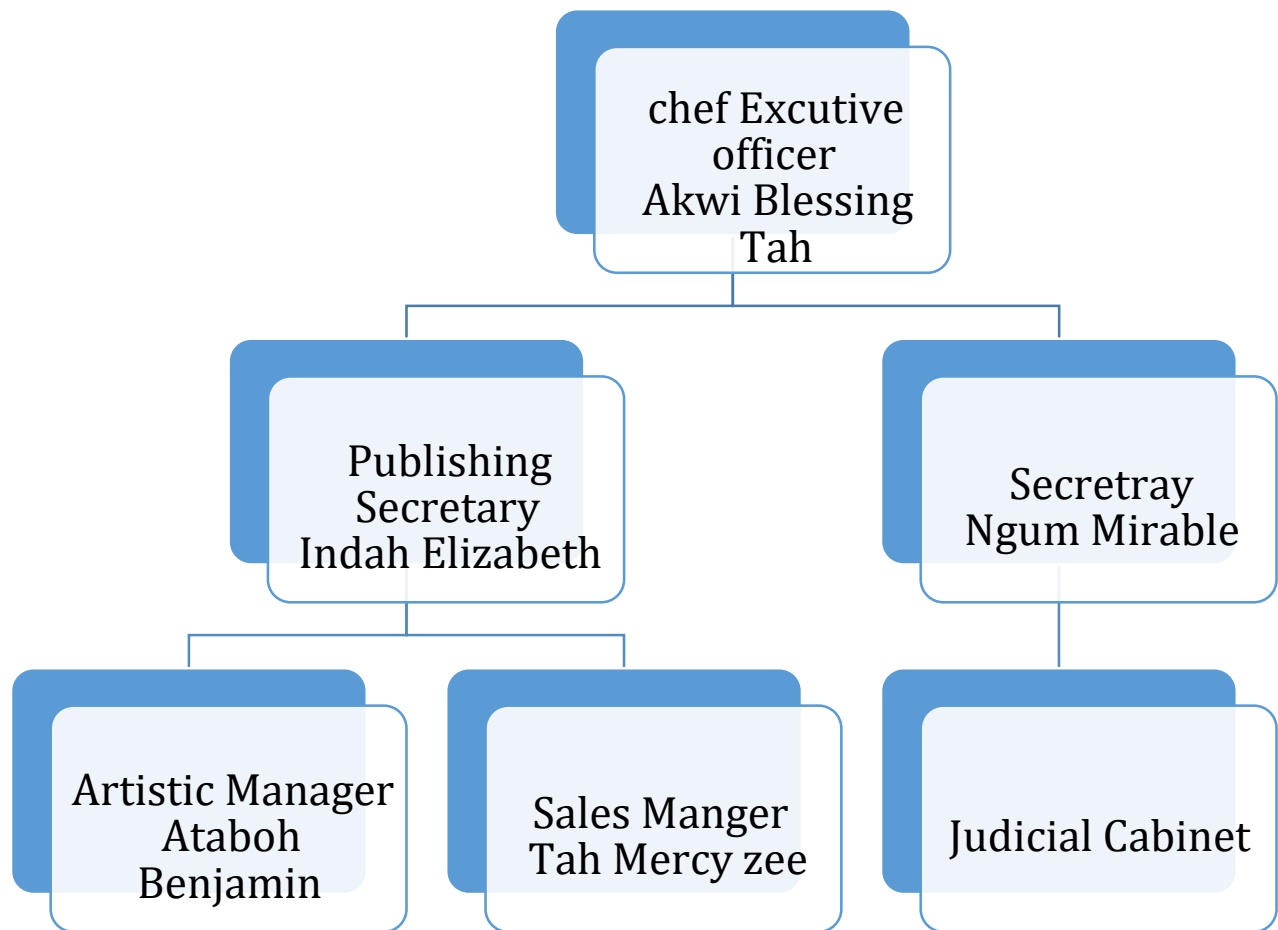
## **JUDICIAL CABINET**

The person in charge is *Mr Nda Kenneth* he has the following responsibilities;

- He is to work in collaboration with all services and ensure that the rights over all books are appropriately attributed
- He is to assist in the conception of all contracts to be made by the enterprise

He also manages taxes as far as the enterprise is concerned  
The above permanent workers at Edi Jeune can be represented on an organisational chart as illustrated below;

-



**Part-time workers**

Part-time workers are employees whose services will not be needed all the time. Some of the part-time workers include;

**TRANSLATOR**

*Mr MBila Boris* is the translator of the enterprise. He has the following responsibilities;

- He translates the most relevant manuscripts to either English or French which are our two main languages of publication

In case our manuscripts have to be translated to foreign languages or mother tongues, He finds correspondents who will help accomplish the task

- When videos/cartoons are being conceived, He has to translate the scenario that will be presented as subtitles.
- He also works in collaboration with the publishing secretary, as they both proofread the translated texts

### **DISTRIBUTORS**

The distributor here can be a hired distribution agency. They are hired in cases where the enterprise does not have the means to distribute. Their main responsibility is to distribute the products of the enterprise to the various targets.

### **ONLINE BROADCASTER**

Given that some of our books will be published online, he will be in contact with platforms like **fnac** where books can be sold online. His duty is to make our products known to these platforms.

### **E-DISTRIBUTOR**

He stocks the digital file, handles the financial flux and equally make sure that books are distributed to our various customers.

### **BUDGETING**

Our part time workers will be paid according to the task executed meanwhile our internal workers will be paid as follows;



<b>Name of Employee</b>	<b>Post Occupied</b>	<b>Monthly Salary</b>
Akwi Blessing Tah	Director General	120 000fcfa
<i>Tah Mercy Zee</i>	Sales Manager	90 000fcfa
Indah Elizabeth	Publishing Secretary	90 000fcfa
<i>ATABOT Benjamin</i>	Artistic Manager	90 000fcfa
<i>Ngum Mirabel</i>	Secretary	70 000fcfa
<i>Nda Kenneth Per service</i>	Judicial cabinet	70 000fcfa
<b>Total</b>		<b>530 000fcfa/month 6 360 000fcfa/year</b>

## **. MATERIAL RESOURCES**

For the smooth running of our enterprise, we will need the following material resources;

### **2.1 DIGITAL EQUIPMENT**

- 2 Macintosh computers
- 4 laptops
- Converter
- External hard drive
- Wi-Fi box

- Tablet
- Adobe and Microsoft ware
- Antivirus
- Scanner
- Shelf and cupboards
- Pens

## 2.2 OFFICE MATERIAL

- 5 office desks and chairs
- Stapler
- Office pins

- 10 ordinary tables and chairs

- photocopying machine

### o BUDGETS FOR MATERIAL RESOURCES

<b>1</b>	<b>Digital Equipment</b>	<b>Cost</b>
	4 PC's	800 000 FCFA
	2 External hard drive	50 000 FCFA
	Wi-Fi box	30 000 FCFA
	Adobe and Microsoft wares	100 000 FCFA
	Antivirus	50 000 FCFA
	<b>Office material</b>	<b>Cost</b>
<b>2</b>	Office desk and chairs	150 000 FCFA
	7 ordinary tables and chairs	300 000FCFA
	Photocopying machine	400 000 FCFA
	Scanner	150 000 FCFA
	Shelves and cupboards	150 000 FCFA
	2 Stapler	3 000 FCFA
	Pens	6 000 FCFA
	<b>TOTAL</b>	<b>2 189 000FCFA</b>

--	--	--

## CHAPTER THREE: STUDY OF THE MARKET AND ENVIRONMENT

### 1. Environmental Study

The book-publishing sector in Cameroon is a domain that is not exploited by many Cameroonians. Notwithstanding, there are a few publishing houses in the country that are making names for themselves. As far as the publishing of youthful books is, concerned, foreign countries tend to dominate in our country. However, a few houses seem to be doing pretty well in that domain. The study of the environment is very necessary to be able to discover our strengths and weaknesses in the publishing of youthful books and to know how to overcome our weaknesses.

#### 1.1 Political Environment

Cameroon is a country in Central Africa with a surface area of 475,650 km<sup>2</sup> including 465,400 km<sup>2</sup> of land surface. Cameroon is a dualistic and rationalized parliamentary Republic with a semi-presidential regime in which power is concentrated around the President of the Republic who defines the policy of the nation. Its political capital is Yaoundé. The constitution of the Republic of Cameroon dates from January 18, 1996 and Cameroon has as official languages French and English.

#### **The different powers of the Cameroonian state** □ **Executive power in Cameroon**

The President of the Republic and the government exercises executive power. The Cameroonian head of state is Paul Biya under mandate since November 6, 1982, he was elected by direct, equal and secret universal suffrage, his mandate is for 7 years renewable (art 2 of the new constitution of April 14).

The current head of government or prime minister of Cameroon is Joseph Dion Gute, he is appointed by the president of the republic. The government implements the nation's policy as defined by the President of the Republic

#### □ **Legislative power**

It is exercised by two chambers: The National Assembly and the Senate.

#### □ **Judiciary power**

There are separate administrative judicial jurisdictions (arts 39 and 40). The rule of double degree of jurisdiction is provided for in the constitution and ensured by courts of first and large instance and courts of appeal.

### **Fundamental freedoms in Cameroon**

There are two types of freedoms in Cameroon: individual freedoms, and collective freedoms. They are guaranteed by jurisdictions.

#### □ **The security climate in Cameroon**

A stable country for several decades, Cameroon has been confronted with Boko Haram attacks in the Far North of the country since 2014 and a separatist movement in the Englishspeaking regions since 2016. This situation has paralyzed the country's economy. Nonetheless, the Cameroonian government is increasing its military, social and humanitarian strategies to restore peace in these two regions.

## **1.2 Economic Environment**

Cameroon's economy is the most diversified in Central Africa not only thanks to the numerous establishments of foreign industries, but also too many national groups. Very varied activities can be found in the country, particularly in the forestry and agricultural sector (cash crops for food), oil mills, hydrocarbons, breweries, sugar refineries, soap factories, etc. its economic capital is Douala, where the majority of industrial companies are located.

### **Economic Indicators**

- The currency: the CFA franc
- The fiscal year: calendar
- The international organization: Cameroon is a member of CEMAC, of the African Caribbean Pacific (ACP) countries and of the BEAC
- The budget for the year 2019: 4,850.5 billion CFA francs with an increase of 161 billion CFA francs in relative value and an increase of 4.3% in absolute value.

### **Statistics:**

- **GDP:** Cameroon's GDP stood at 4.2% in 2018. However, according to IMF forecasts and following the deficit that Cameroon's budget recorded in 2019, that is, 482.6 billion FCA francs, its GDP could have undergone a decrease of 2.2% in 2019.
- **Inflation:** the inflation rate was 2% in 2019 against 1.1% in 2018 due to the increase in market garden products, according to projections by the National Institute of Statistics (INS). This more expensive life is closely linked to the 2019 finance law that provided a rise in prices on imports of: tires, downloads for phones, tablets, electronics or digital telephones and software, passenger vehicles and other utility vehicles.
- **Unemployment rate:** according to the DSCE5, the unemployment rate was estimated in 2018 in Cameroon at 13%.

### **The Different Cameroonian Economic Sectors**

- **The primary sector** contributes nearly 17% of the GDP and employs 62% of the working population. Cameroon remains one of the main world producers of certain foodstuffs (cocoa, coffee, bananas, palm-derived products, tobacco, rubber and cotton).
- **The secondary sector** accounts for more than a quarter of the GDP and employs nearly 9% of the working population. The main industries are:
  - Food industries (Chococam, Breweries, Sosucam)
  - Sawmill industries (Bois soleil, Afrix ...)
  - Textile industries (Cicam)
- **The tertiary sector** represents more than half of the 57% GDP and employs nearly 30% of the working population. It is developing thanks to the major energy projects carried out in the country. There is also the service sector, which is benefiting from the boom in technology and the boom in air traffic.
- **The digital sector** is booming in Cameroon. There, electronic money developed with mobile operators such as MTN and Orange. Mobile money available on Smartphone (orange money, MTN mobile money); the visa card; crypto currency.

## **The Publishing Economy**

We can say that publishing has improved a lot over time, because the Cameroonian government has set up several strategies that have boosted the book economy in Cameroon, namely the creation of ANELCAM which is a national association Cameroonian publisher therefore the president is Nkwanyou Enoh Georges. This association was created in 2016 by the Cameroonian government with the aim of improving the image of books in Africa and Cameroon. The new book reform introduced by the government on December 19, 2017 with a view to inserting only one book into the school curriculum. All these means are put into place to boost the size of Cameroon's economy.

Given that main targets of our enterprise are children from 3 to 20 years old and they might not have the financial means to afford for a book; we have decided to pass through their parents in order to get to them. After carrying out a research, we realised that most parents are more prone to buying books for their kids than to buy for themselves.

### **1.4 Technological Environment**

As generations pass by, the world and everything in it evolves. Books are said to be gradually fading out. As a result, audio books are becoming more and more available. However, given the fact that children like more of images than writings, Edi Jeune will equally be producing videos (cartoons) for some of their books.

After observing that the new technologies relating to the digital network transmission equally has an influence in publishing, Edi Jeune have decided

To equally published digital books in order to make accessibility of books easy and at a lesser price.

With regard to copyright faced with the placing of literary works on the Internet, the right of reproduction (that is to say the communication of the work to the public via the Internet) and moral rights have been the most important areas. The thesis of an inevitable complementarity is more and more advanced given the advantages and facilities offered by ICT to publishing, that is, sale, distribution, training, promotion.

### **1.4 Legal Environment**

The publishing of books is properly supervised in Cameroon. There is a mechanism which provides every book published in Cameroon with an International Standard Book Number (ISBN). By so doing, our books will be made available at the international level.

In Cameroon, law n ° 2000/011 of December 19, 2000 relating to copyright and neighbouring rights protects the originality of a work, which is why article 6.1), chapter I of title 2 stipulates that: "The title of a work is protected like the work itself when it presents an original character" From this law, we understand that the publisher is the person in charge of the production of a defined number of 'copies and ensure its publication. It also takes care of the protection of these works through a publishing contract in which are mentioned all the tasks that go into the production process of the work. Note that this contract is approved by the author before the production of the work.

The author is defined as "the natural person who has created a literary or artistic work. It is also the natural person who designed a work and triggered its production by an automatic process ". The latter benefits from copyright that are of two categories:

- **Moral rights (non-transferable) ▪ Patrimonial rights (transferable)**

Bodies involved in the printing industry in Cameroon

- THE STATE, through MINAC (Ministry of Arts and Culture), is in charge of regulating activities of the cultural sector
- The OAPI (African Intellectual Property Organization) is in charge of the protection of literary works.
- SOCILADRA (civil society for the rights of literature and dramatic arts), is the organization in charge of the collective management of copyright and neighbouring rights. It deals with the collection, distribution of royalties, the legal defence of rights and the authorization of exploitation of works.

Title VI of the same law deals with offenses, penalties and procedures related to the publishing activity. The resulting penalties range from imprisonment of five (5) to ten (10) years to a fine of 500,000 to 10,000,000 CFA francs.

**Note that,** this law only applies to Cameroonians. In case of joint ownership, it is sufficient that one of the holders is Cameroonian.

## **2. MARKET STUDY**

Based on a well-conducted field analysis, the Edi Jeune market study reveals that our competitors are the publishing houses that publish children's books. We divided these publishing houses into two groups: Cameroonian publishers and foreign publishers.

## 2.1 Cameroonian publishers

- Proximity;
- Akoma Mba
- Sopecam;
- Afredit;
- Ifrikya;
- Chabel edition;
- Dinimber & Larimber (D&L);
- Luppepo Éditions;
- Les Éditions Belles Lettres;
- LE Kilimanjaro Publishing;
- NMI education; - Mini edition.

## 2.2 Foreign publishers

Foreign publishing houses can be considered as those outside Cameroon's borders. The ones that catch our attention are the European publishing houses, because they have a large market share. It is:

- Edicef;
- Harmattan Cameroon

## 2.3 Forces and weaknesses of competitors

### The forces

- The seniority or date of creation;
- They have a barn experience in the field;
- They have a perfect command of the networks and the publishing market;
- They are already positioned in the market;
- They have extensive catalogues;
- They already master the workings of the book market and therefore now know how to deal with it;
- They and their products are already well known to the general public;
- They are well equipped in terms of personnel and equipment;



- For foreign competitors, we have the fact that besides having the above strengths, they print their products abroad cheaply and sell them here at a very low price, which allows them to gain a large market share.

**Weaknesses**

- Most of these companies have employees and sometimes directors with no proven track record in publishing, and therefore are not trained on the job. As a result, have a low level of professionalism;
- The poor quality of the products of some publishers despite their age;
- Failure to master the information and communication professions, which results in their absence on the web;
- With the advent of technology, these companies are struggling to adapt to new visibility offers on the web;
- For those with websites, we note a lack of updating of these, as they now contain incomplete information published since the date of creation, no update having been made.

**3. INTERNAL ENVIRONMENT OF Edi Jeune: SWOT ANALYSIS**

In this subsection, it will be a question for us to present the strengths and weaknesses of the company and to identify the opportunities as well as the threats.

Strengths	weaknesses	Opportunities	Threats
-----------	------------	---------------	---------

<p>-The dynamism and commitment of employees who are aware of the challenge to be met; -The quality of the employees who are proven in the field of publishing and all have the capacities for the proper performance of their duties and the smooth running of activities in their various departments; -The capacity of Edi Jeune to be able to combine theory and practice</p>	<p>-Lack of professional experience in the field of publishing; -The fact that our enterprise has not been existing for long given that it was created in 2021 -The reduced number of employees due to the lack of financial means to have a full staff; -The capital which is not very consistent</p>	<p>-The market is booming and sees the rise in consumption; The fact that the editors present practice as amateurs, which gives us the opportunity to make a difference with our professionalism; -The growth of the young population in the African context and their desire to make progress with</p>	<p>-One of the main threats is bankruptcy before you have achieved success, because the business world is very complex and rife with setbacks; -Not achieving our objectives being in a market where there is a lot of</p>
<p>in the exercise of their daytoday functions, most of the staff having received training in literature and publishing; -Mastery of information and communications technologies, because we have a website that we will, thanks to our knowledge of computers, run and update regularly; -The company's spirit of creativity and innovation in the Cameroonian context with the production of audio-visual or digital versions of some of its products. -We use social networks to promote our products and our young authors for greater international visibility.</p>	<p>and therefore reduces the amount of daily actions and increases stress, because the objective is to increase turnover in a short time and gain a good market share; -The Edi Jeune is not yet known to the public, which may cause distrust on the part of readers and funders;</p>	<p>literature. This is because the latter practice writing more and more; -The possibility of financing our projects by the State, because the objective is to have a strong young population, educated, and able to participate in the emergence of the country; -Digital technology is expanding this market; and allow us to hit targets even outside the border.</p>	<p>competition and which we do not control; -Competition and lack the means to overcome the</p>

## PART TWO

### PRESENTATION OF EDI JEUNE FIRST EDITORIAL PRODUCT

#### CHAPTER ONE: PRESENTATION OF THE PROJECT “MADDIE; ALL I WANT IS MY PARENTS ATTENTION.” 1. Summary of the Project

Edi Jeune is a publishing house specialised in the publishing of youthful books with the main aim of educating, motivating and inspiring children at very tender ages. Given that, our publishing house has three main collections which are; toddlers’ collection, clever mind collection, and teen’s collection, our first product will be from the teen’s collection. **Maddie; All I Want is My Parents Attention** is a fictional story that presents the life of a young girl who practically raised herself because she had very busy parents who gave her all the financially

attention but she didn't have any love and family up bring. What she ever wanted was to have a family who showed her a bit of attention. Maddie is a very bright and talented child who was has a passion for music precisely the guitar but her parents were against it. This is a tale that educates children and inculcate in them the act of humility, respect and love, and give them a reason to work in their daily lives. This book does only have a message for the youth but for the parents too as it makes the parents see the need for always putting and eye on their children no matter how busy they are trying to meet up with ends meet

## **2. Interest of the Book**

*Maddie* is an inspiring story that is out to build a good foundation in the lives of children by teaching them that no one is too special to be humble and obedient. This story is not just for African kids, but also for kids worldwide. Unlike other children's stories that sound like fairy tales, *Maddie* is a story that is very close to reality. The themes exposed in this story are respect, family, passion and love.

**Social interest:** reading is one of the foundations of human development. Youthful books help youths get used to reading enjoy reading and equally constitute a target in the book market.

## **3. Target**

It is obvious that every project is destined to a particular target. No project is conceived without a given target in mind. That said, our target is subdivided into three.

- Principal Target: **The public**
- Secondary target: **Adults**
- Main/core target: **Children from 15-20 years old**

## **4. Reading Committee**

The reading committee for the book **Maddie; All I want is My Parents Attention** was made up of experts in English Language and children's literature. The manuscript was presented to them for critical evaluation and examination. The following people evaluated the manuscript:

- *Madam. Tewah Vanessa Mosob* (EDITOR)
- *Mr Nda Kenneth* (writer Editor)
- *Mr Mbilla Frank* (Editor)

**Opinion on the Publication:** The reading committee after a critical reading session deemed it necessary to publish this creative and innovative piece of art.

#### **5. Technical characteristics of the book**

- Format: 14.5x 21cm
- Genre: Novel
- Title of the book: " Maddie; All I Want is My Parents Attention hard ";
- Publisher: Edi Jeune
- Language of production: English
- Number of pages: 72pages
- Printing method: four-color process (quadrichromie) for the cover and the interior in black and white
- Fonts: Garamond
- Word processing software: Microsoft Word
- Editing software: Adobe InDesign
- Internal paper: Offset 80g
- Cover paper: Glossy coated film 300g
- Binding: stitched notebook square back gluing
- Storage: paper
- Number of prints: 1,000 copies;
- Sales Price: 2500frs
- Distributors: Les peuples noirs, D & L, Saint Paul, CLÉ Équinoxe

#### **6. Legal Precautions**

These mentions defend the authenticity of our publication.

##### **□ Legal notices**

Name of publication manager Akwi Blessing Tah

Publisher's contact details: **680253748**

Company name

Edi Jeune

Company logo:



Copyright: Collaboration between the author and the publishing house Edi Jeune the illustrator and the publishing house, and the printer and the publishing house. For this collaboration to be sealed, a contract will be signed between the publishing house and each of the parties.

### **Copyright ©**

It is inserted in order to prevent any form of plagiarism of text, images or any other reproduction of the content of our work. We will then specify the sources of all the images that will appear in our book.

## **CHAPTER TWO: PRODUCTION OF THE BOOK MADDIE; ALL I WANT IS MY PARENTS ATTENTION HARD**

### **1. Steps of Production -**

Conception of the story

- Writing of the story
- Reception of manuscript
- Diagonal reading of manuscript
- Evaluation of manuscript
- Approval of manuscripts

- Publishing contract
- Conception of illustrations
- Page layout
- Conception of cover page
- Last reading
- Printing of book
- Distribution of books

## 2. Production Calendar

Tasks / Months	July				August				September				October			
Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
- Reception of manuscript																
- Diagonal Reading of manuscript																
- Evaluation of manuscript																
- Approval of manuscript and signing of contract																

<ul style="list-style-type: none"> <li>- Conception of Illustrations for the cover page</li> <li>- Last reading</li> </ul>																	
<ul style="list-style-type: none"> <li>- page layout</li> </ul>																	
<ul style="list-style-type: none"> <li>- Printing of books</li> <li>- Delivery</li> <li>- Promotion</li> </ul>																	

**3. Explanation of the Calendar of Production Reception of manuscript**

This is the receipt of the manuscript in its raw state; as provided by the author. At Edi Jeune, not all of the manuscripts received are published, given that they are examined in terms of both form and substance. In addition, it must fit in with the editorial line of the publishing house. However, two copies of the manuscript as well as an electronic version are registered at the reception desk when the manuscript arrives.

**Manuscript evaluation**

Once registered, the document is sent to the publishing secretary Miss Indah Elizabeth Tah who is responsible for organizing the evaluation of the manuscript. The evaluation of our manuscript Maddie: (All I Want is My Parents Attention) consists of reading it and taking into account certain essential elements such as the rendering of the images, the readability of the texts, and the interest of the subject or themes developed the complementarity of the text. After evaluation, a response is sent to the author informing him or her of the of the decision that has been taken about their manuscript. Then, a contract known as the publishing contract is signed between the author and the house. Moreover, the editorial process can now start.

**Reading / Correction**

It is about revising the content and its form. It consists of detecting typographical errors in the text, correcting spellings, syntax and punctuations. As well as the coherence of the texts and the reliability of the information available in the manuscript. This is to remedy all the abnormalities present in the document. After making these corrections, we submitted these



changes for approval to the co-author in charge of the text. This step was carried out by our reading committee while using a reading grid (**Annexe....**) **Processing of illustrations** It was done using the image processing software: Photoshop and illustrator. This work consisted of improving the quality of the images. **Layout**

It is the harmonious arrangement of texts in a legible and attractive way. It concerns the texts; it requires the design of a master-page that provides surfaces intended for texts and illustrations.

### **Cover design**

The design on the cover page requires careful thought, because the choice of design is essential. For our novel, the design will be on the first cover page that will show an image of a little girl who is seated on a chair with a sad expression playing a guitar **Proofreading / correction**

It is during this phase that the last corrections are made on the form and substance of the text. After checking these elements, we call on the author for approval or the go ahead to print the book.

### **Printing and shaping**

This step was done at the printing press. As a result, we are linked by a contract with a printing company called NP GRAPHICS which will take care of the printing of our book. **Delivery and start of promotion / distribution**

Once the book is delivered, we will start the process of promotion and broadcasting.

## **4. Production Estimate**

At this point, we will be presenting the production estimate of our first product titled, *Maddie*.

We will begin by presenting some characteristics of the book which are as follows;

### **a) Characteristics of the book**

- Title of the book: *Maddie* :(*All I want is my parents love*).
- Number of pages: 72
- Number of copies: 1000
- Dimensions: 14.5x21cm
- Cover type: Hard cover (colour)

number of note books= $72/16=4.5$ notebooks. number of sheets without waste = $1000 \times 4.5=4500$  sheets. start-off Strick = $75 \times 5=375$  sheets. curl waste =3% (black and white).

3% x number of sheets without waste.  
= $3\% \times 4500=135$  sheets.

Shaping waste = $2\% \times 4500=90$  sheets.

Total number of sheets without waste.

= $4500+375+135+90=5100$  sheets.

b-cover page number of sheets without waste= $1000 \times 1=1000$  sheets. start-off Strick = $75 \times 1 \times 4=300$  sheets. curl waste = $9\% \times 1000=90$  sheets. shaping waste= $2\% \times 1000=20$ .

Total number of sheets =  $1000+300+90+20=1410$  sheets.

2-calculating the price of the paper a-inner paper wight= $1+14.5+0.5+0.5+14.5+0.5+0.5+14.5+0.5+0.5+1=63$ cm height=  $1=21+0.5+0.5+21+1=45$ cm while reaching at the paper manufacturer he proposes some formats to us 90 x 65cm, 100 x 61cm, 75x 100cm.so we decided to go for 90 x 65 cm because it was around the range of our format. we observed that the format 90 x 65cm is the most adapted. The multiplication of a sheet is done by taking in to consideration the smaller side by so doing the smaller side of the format 63 x 45cm gives us 90 x 65cm cause 23000frs, we will need to know the number of reams followed by the price.

Although we know our working format is 63 x 45cm is half the size of the format bought therefore if we have 5100 sheets in the format 63 x 45cm it corresponds to  $5100/2$  in format 90 x 65cm give 2550 sheets.

Therefore, by dividing 2550 by 500 gives us 5 ream of papers is therefore  $5 \times 23000=115000$ frs.

Width= $0.5+14.5+1.2+14.5+0.5=31.2$ cm

Height=  $0.5+21+0.5=22$ cm

We have gone to the paper store and formats have be proposed to us like 40 x 30cm , 41 x 31cm, 50 x 30cm.by multiplying our work format which is 31.2 x 22cm by 2 46 x 31cm for its known that we multiple but the smaller side we observe that 46 x 31cm will be of great use without much lose.

The ream of paper glossy coated 300gsm in the format 48 x31cm is double of 31.2 x22cmis sold out st 250 sheets at a price of 2800frs we know that 48 x31 is the double of 31.2 x22cmwhich means that 1410 sheets in the format 31.3 x22cm worth 1410/2 in the format 48 x31cm 3 reams the price of the cover Page =3 ream x 2800frs= 8400frs.

	Fixed costs	Variable costs
<b><u>I / Editorial costs</u></b>		
1. Amount to be paid to the author	250,000	
2. Preparation, correction and proofreading The editing secretary worked for 8 days. He receives a salary of 200,000 FCFA per month, in 22 working days, excluding Saturdays and Sundays. It is paid at the rate of 30% (social charges). We must therefore assess the cost of his 8 days of work on this book. If in 22 days he earns 200,000 FCFA In 8 days, he wins? = $8 \times 200,000 \div 22 = 77,727$ FCFA	40,000 F  77,727 40,000	
3. Iconography of illustrations (8 illustrations at the price of 5000F per illustration) $8 \times 5 = 40,000$		

Price =  $11 \times 20,000 = 220,000$  FCFA

**II / Pre-press costs**

**Processing of illustrations**

1. Processing of illustrations

08 photos Our infographer earns 150,000 F per month.

It takes 15 minutes per colour photo

$15 \text{ (min)} \times 08 \text{ (photos)} = 120 \text{ min}$

$120 \times 1 \div 60 = 2 \text{ h}$

But the working day is worth 8 hours, or 3,125

days The infographic wins 150,000 in 22 days In

3,125 days, he wins?

$3.125 \times 150,000 \div 22 = 21.306.8 \text{ F}$

We must add the social charge of 30%. Which gives

27,698.84

27698.84

<p><b><u>III / The films</u></b></p> <p>Interior size = 90 x 63 cm  Our work will be billed as an A5 size which is 14.5 x 21cm</p> <p>We have 16 recto / verso notebooks, 32 sides to flash in four-color process</p> <p>If an A5 is 15,000F we will have <math>15,000 \times 16 = 240,000</math> F</p> <p>The cover in the format 48 x 31 cm which corresponds almost to the A4 format the flashing of an A4 in quadri = 7.000F</p> <p>Internal flashing and coverage = <math>240,000 + 7,000 = 247,000</math>F</p>	<p>247,000 F</p>	
--	------------------	--

<p><b><u>IV / Printing costs invoiced by the printer</u></b></p> <p><b>Insulation mounting: Number of plates</b>  Number of internal notebooks = 16 notebooks i.e. 32 sides x 4 colours = 32 plates  The cover is 1 notebook or 1 side x 4 colours = 4 plates  Total number of plates = 32 + 4 = 36 plates  The plate (assembly and insulation) is billed at 10,000F  36 x 10,000 = 360,000 F</p> <p><b>Wedging</b> = 10,000F per plate  10,000 x 36 = 360,000</p> <p><b>Internal paper</b> already calculated</p> <p><b>Cover paper</b></p> <p><b>Internal rolling</b> at 7F  Internal sheets = 5100 sheets  Cover sheets = 1410 sheets  (5100+ 1410) x 4 (colors) x 7 =45570 F</p>	<p>360,000 F</p> <p>360,000 F</p>	<p>414,000 F</p> <p>220,000 F</p> <p>45570F</p>
<p><b><u>V / Shaping</u></b></p> <p>200F per copy  200F X 2000 copies = 400,000 F</p>		<p>400,000 F</p>
	<p><b>1,242,426 F</b></p>	<p><b>1.079,570 F</b></p>

Total cost = fixed costs + variable costs

1,242,426 F + 1,420,400 F = 2,662,826 FCFA

The unit cost for this practical guide is: 2,662,826 ÷ 2,000 copies = 1331.313 = 1331.41

ESTIMATED SELLING PRICE

Cost price		1331.41
Distribution and dissemination	1331.41 x 40%	532.56
Promotion cost	1331.41 x 10%	133.14

Running cost	1331.41 x 20%	266.28
Profit margin	1331.41 x 10%	133.14
Estimated sales price excluding tax	Total	1065.12
Copyright	1065.12 x 3%	31.95
VAT	1065.12 x 5%	53.25
Public sale price including taxes		<b>1150.32</b>

Sale price = 1150.32 FCFA

Gross margin = 1150.32 - (TVa + copyright + broadcasting and distribution) = 617.76

**SR = Cost of production ÷ Gross margin**

2,662,826 ÷ 1,150.32 = 1,357 copies

## PART THREE FOLLOW UP OF THE PROJECT

**PROMOTION AND DISSEMINATION OF *Maddie* :( *All I need is my parents love*).** After the production of the book *Maddie* :( *All I want is my parents love*) Edi Jeune will proceed with the marketing of this product. It is therefore for us to establish strategies for the sales of the product and to make our structure known. The strategies developed within the framework of promotion will be geared towards the public but more emphasis will be laid on our core target.

To make our product known to the public, we have chosen to promote our enterprise and first product through Medias and off-medias. To this end, we have selected free media spaces and some televisions, radios, print media, social networks and communication media. Thus, this promotion will be made through the following Medias:

### 1. The Media

A. **Television:** CRTV, Canal 2 international and Vox Africa

We chose these three channels mainly because of their impact in the media world. Because they enjoy a large audience.

□ **The CRTV:** 2 Rounds

We intend to go to the program "Bonjour le Cameroun", and to the program "Tam-Tam Week-end" for the presentation of our first publication, as well as to invite viewers and the



☐ **Canal 2 international:** 2 passages

We will switch to the program "Canal matin" and to "Jambo TV, broadcast every Sunday at 1:00 pm" for the presentation of our product.

☐ **Vox Africa:** 2 passages

Here, we will switch to the program "Vox Book" broadcast twice a week

### **B. The radio**

As for radio stations, we will move on to:

- ☐ Radio Balafon during the program "Grande Edition"
- ☐ Sweet FM in the program "Escape Liver"
- ☐ France Culture during the program "La compagnie des auteurs"
- ☐ CRTV National Post, during the program "Comme un roman" and "Bibliotheque"

### **C. Internet**

Communication and promotion will be done on our internet platforms. (Facebook, our website, Twitter)

## **2. Off-media**

### **A. Communication media**

We will produce communication storages to display them in strategic places such as: in front of primary schools, the central post office, universities and private institutions and places of book consumption (libraries, posts, bookshops...). We can therefore have as storages: Poste Leaflets;  
Flyers

### **B. Book launches**

The ceremony will take place at CCC (Cameroon Cultural Centre) at nlongkak. The choice of this site was encouraged by the role of this structure for the promotion of reading and arts.

### 3. Marketing

Regarding marketing, given the realities of the Cameroonian market, the exploitation of all sales channels is required and very important. Circuits which are until now the means of sale used by publishers. This is the reason why we are going to sign contracts with bookstores to make our product available to the public, under all types of delivery. So, we have:

#### A. The office system and noted

This will be done with bookstores such as “Les Peuples Noirs”, Librairie Clé and D&L, with whom we will sign contracts for the marketing of our product. This contract will not only contain information relating to the two companies, but also the contacts, the bookseller's choices, the method of payment and the signatures of both parties.

#### B. The consignment

This will also be done in various bookstores such as: D&L, Feu Tchuenté bookstore, Clé bookstore. A deposit which will be sealed by the signing of a contract and a deposit sheet for books which clearly show each person's profit margin: 20% on a copy sold for the bookseller and 80% for the publisher.

### 4. Our distribution channels

The distribution channels make it possible to set up the various players involved in marketing that is to say from producer to consumer. As concerns Edi Jeune, we have three circuits:

- **The short circuit:** this is between the publisher and the client

This circuit will allow us to distribute the books directly to the consumer without going through the various stakeholders who may generate additional costs. As we are not a structure specializing in sales, this circuit will be used for dedications and sales exhibitions.

- **The long circuit:** Publisher - distributor - bookseller - buyer In this circuit, we will go through everyone.

- **The short circuit:** Publisher - bookseller - buyer

This circuit will reduce the expenses made in the long circuit, because the distributor will no longer have a profit margin and so, we will go directly with regard to consignment to bookstores to deposit copies of our books.

In addition, we will also have marketing partners such as supermarkets in Cameroon in particular:

- Mahima;

## CONCLUSION

Having reached the end of this work of creation which is related to our professional realisation, it points out that we have presented our enterprise, Edi Jeune in its entirety, laying emphasis on the study of its internal and external environment, alongside its strengths, weaknesses, opportunities and threats. As concerns the project, it is a novel for teenagers is written for both the parents and teenagers encouraging them to respect their parents and for parents to keep their children close to them which will lead to an eventual success. Moreover, given that literary work is produced also for commercial purposes, we have also presented how we will proceed with the promotion, distribution and sale of our book in order to make profits. Our project is therefore the first product of the Edi Jeune, a young company that marks its arrival in the publishing field not only in Cameroon, but worldwide.