



How will you compete?



1

Why will people choose to read and buy books from you ... when there are so many other alternatives?



2

- Where do people in your community currently buy books?
- What are your strengths, relative to the competition?
- Who do you expect to be your best customers?
- What do you know about their reading tastes and habits? How can you find out?



3

WHAT CUSTOMERS EXPECT				
Rank		Index	Chain	Online
1	Company culture	✓		
2	Competence of Staff	✓		
3	Unique selection	✓		
4	Reputation as a retail leader			✓
5	Response to customer needs	✓		
6	Store quality	✓		
7	Safety when shopping			✓
8	Geographic locations		✓	
9	Fair pricing			✓
10	Useful loyalty program		✓	
11	Simple check-out & returns			✓
12	Convenience while shopping			✓

Source: Book Selling Demand Today

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How will you compete?

- Access/Convenience
- Shopping Experience
- Price
- Selection
- Service



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- ▶ **DOMINATE** in one area
- ▶ **DIFFERENTIATE** in another
- ▶ **BE AVERAGE** (or better) in others

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Price

Museum
Shops

Target
Bookstore
of AmVt

Barneys
& Noble

Order
Stores

Cost
Bookstores

Service



9



10



11



12



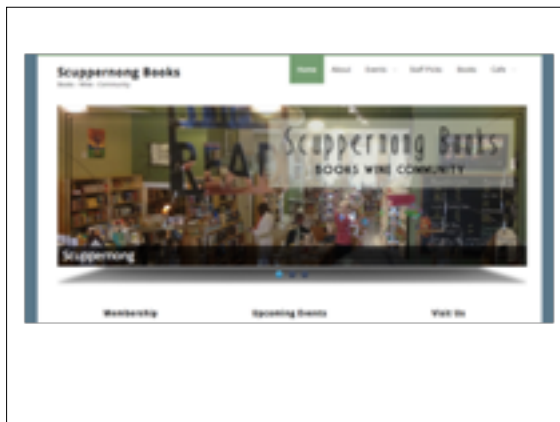
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Technology's role in serving customers

- Computer Management System
- E-books & e-readers
- Website
- Facebook, Twitter, Tumblr, Pinterest, others

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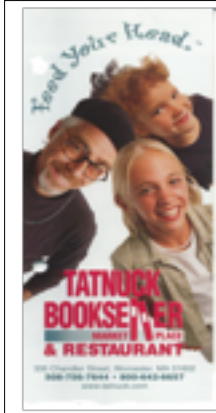
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What will your image be?

How will your choice of name, logo, and promotional material relate to your target markets?

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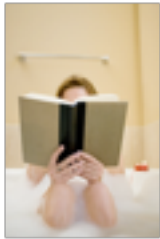
What are we really selling?



- Entertainment
- Enlightenment
- Information
- Solutions to problems
- Emotional support
- Opportunities to improve our lives

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What's in it for your customers to do business with you?



- Will you make them laugh, cry, feel better about the world?
- Will you bring them comfort, help them cope, give them encouragement?
- How will you enrich their lives, make it easier, better?

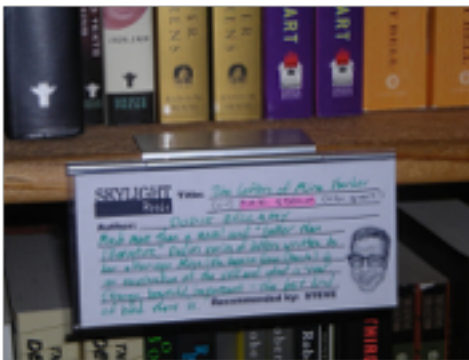


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Tell them why...in words and images



23



24

And engage every one
of their senses ...

- What will customers see?
- What will they hear?
- Is there a pleasant fragrance?
- Are there items to touch and try?
- How about tastings?



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Changing Hands
Tempe, AZ

"We have better events, we have a highly educated, well-read staff, we pride ourselves in noticing and responding to the needs of our community. For us, being a part of our community comes first. We contribute to local social service organizations, we give book talks to schoolteachers, we invite local schoolchildren to visit our store, we have story time once a week, we partner with other organizations and businesses for our events, we never stop talking about the importance of books to sustaining culture. And we know that a business must be profitable to stay around, and we have worked very hard to find ways to do this."

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Shakespeare & Co., Paris

"In return for your online purchase, we'll endeavor to give your books that certain je ne sais quoi. It could be with the bookstore's official stamp, a vintage postcard of Paris we found in a second-hand book, or a pocket-sized poem typed by a Tumbleweed at the desk looking onto Notre-Dame. Each package will be carefully, beautifully boxed and shipped, sent like a message in a bottle to you or perhaps to a friend, a message of warmth and solidarity that wherever you may be, in whatever town or city, there's always a home for readers and literary wanderers at Shakespeare and Company."

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