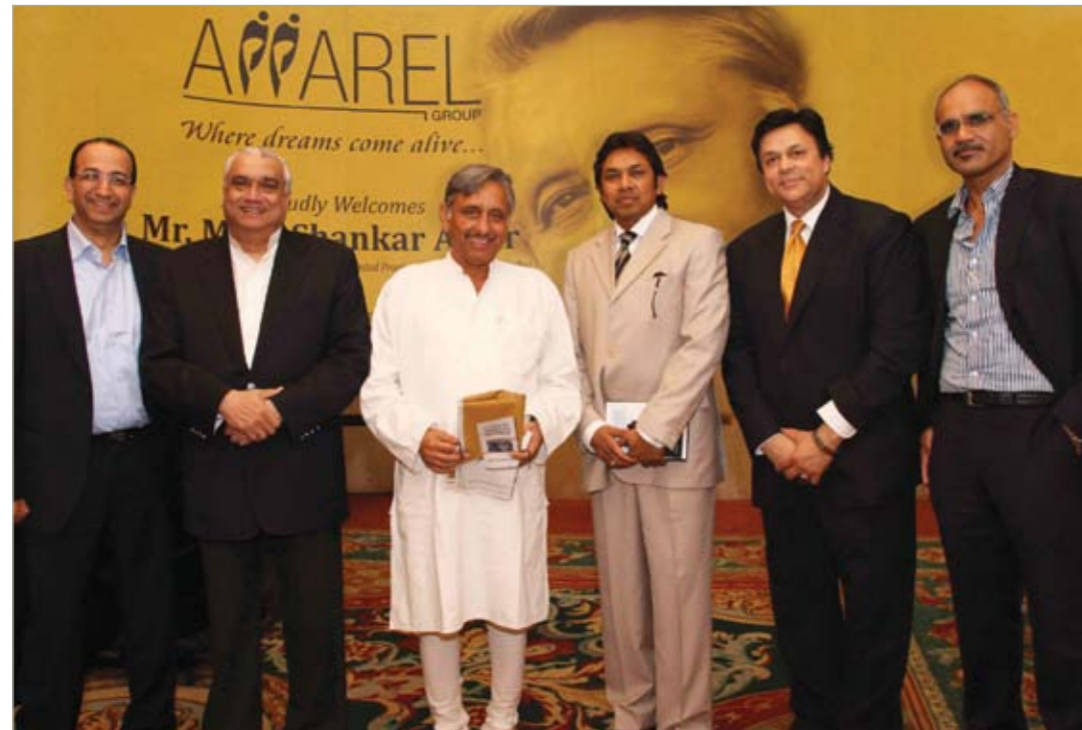


BOOKSPPLUS

MARKET

Booksplus is a part of a chain of stores under the Apparel Group and currently has twelve branches in various major malls and residential communities across the UAE. The majority of Booksplus' customers tend to be in the age segment of 25 to 40 and, of these, Western expatriates make up around 45% of the total whilst UAE nationals, Asians and the others represent 55%. One of the key characteristics of the UAE book market is the variety of languages and cultures to which people are exposed. Booksplus has an amazing market share that has seen people from all around the world come into their stores.

The UAE population, which was six million in 2009, has shown a great enthusiasm for books which is proven by recent statistics. The total Middle East sales turnover for trade books is approximately AED 90 million of which UAE contributes around AED 42 million. This shows that neither the economic downturns, the rise of the internet or the popularity of video gaming has dented the public's enthusiasm for buying books. The Middle East has a customer base exceeding two billion, half of which are young people under the age of 30, all enjoying higher disposable incomes and lifestyles. The region's books sales have continued to demonstrate



year-on-year growth, a trend which looks set to be maintained for the foreseeable future. Staff at Booksplus work hard at maintaining their great sales record and compete with no one but themselves as they surged forward through the recession.

branches with ten of those branches spread all over the Emirate of Dubai which are located within the major residential communities where it has easily become a part of the local residents' bi-weekly trip to the grocery. Booksplus' staff prides itself on being thought of as a convenient part of a book lover's life.

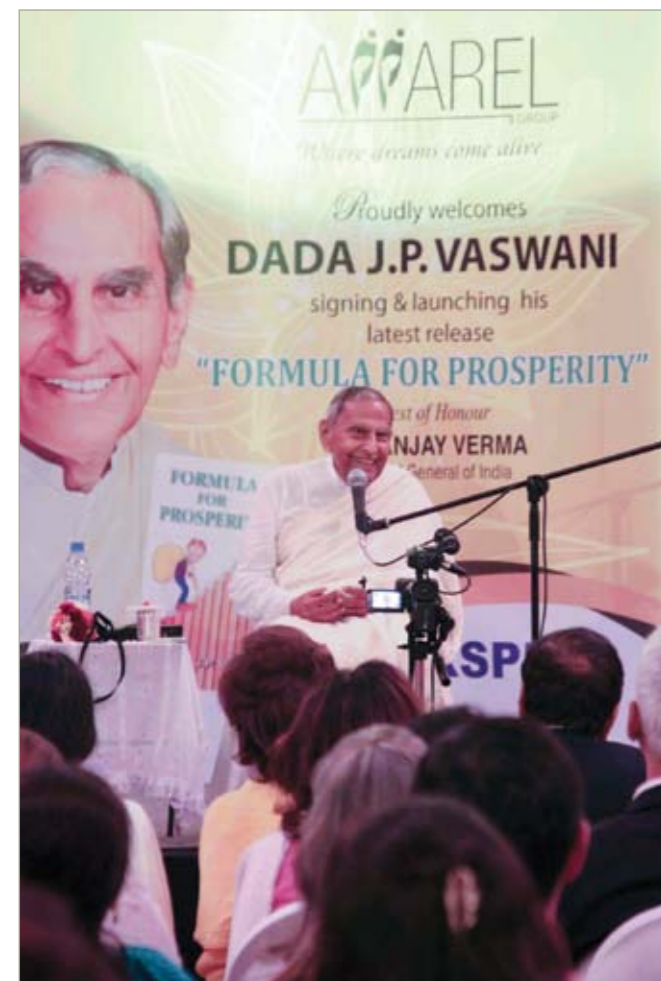
The two other stores are located in Al Ain and Abu Dhabi and effectively carry the proud Booksplus flag.

PRODUCT

Booksplus offers a whole range of books be it fiction, non-fiction or any genre that you may seek. Booksplus has direct accounts with every major publisher in the UK and US. Booksplus has over 25,000 popular books in stock at any time with a special focus on children's books and fiction. The other major area of interest and sales is the women's interest genre, namely cookery and self improvement. In the community centre stores, Booksplus concentrates on bestsellers in the fiction, self help and childrens' book genres, with a good dose of travel books and local interest books thrown in for good measure. It also has a good collection of Arabic books in certain branches such as Abu Dhabi, Al Ain, Dubai Festival City and Arabian Centre.

In addition to books Booksplus also offers a great variety of other products – office and kids stationery, educational toys, board games, magazines, gifts and souvenirs and beautiful luxury items like pens and collectibles.

Instead of being just another bookstore, the thrust is on community building. They are consistently holding activities such as childrens' reading clubs, childrens' activities, promoting new



ACHIEVEMENTS

Over the years Booksplus has been rewarded with many accolades, one of which was Booksplus becoming the proud winner of DQAP - 2006 Award (Dubai Quality Appreciation Award).

Booksplus is anxious to ensure that high quality standards are maintained and, to that end, has become an ISO 9001- 2000 certified company as well as becoming a member of Dubai Service Excellence scheme and has consistently been getting superior ratings. Booksplus is the only bookstore in the UAE which has been voted as a Superbrand for the third consecutive year.

HISTORY

Booksplus was the brainchild of Mrs. Sima Ved and Mr. Nilesh Ved, who saw a gap in the market and started it in order to provide the residents of the UAE with convenient access to good books from around the world. After researching the potential market the first branch was opened in Lamcy Plaza thirteen years ago.

There are currently twelve



authors, organising author signing sessions as a launch pad for local and international authors.

Booksplus has the widest reach in the UAE in terms of easily accessible locations and also because it is connected online to the largest wholesalers in the UK and the US with realtime access to over two million books in the publishing world. They are also proud of being able to service customers who mail in their orders any time of day.

RECENT DEVELOPMENTS

Over the last year or so, in response to customer suggestions, Booksplus have expanded their section of school and office stationery and introduced the toys category.

Another recent innovation was the introduction of a service whereby customers can order on demand books that can be couriered to the UAE and delivered within three to four working days. This service has been warmly received by Booksplus customers and is already seeing an increase in demand.

PROMOTION

All businesses have to draw attention to themselves and their services and most do this by way of advertising. At Booksplus their advertising requirements are met by way of a strategic mix of media using mainly point of sale, press, radio and outdoor advertising.

As well as the usual advertising activities Booksplus has been very active in sponsoring a number of activities as part of its marketing

special events where they signed copies of their books for their fans.

Booksplus has also held exhibitions and sales in schools including Jumeirah Primary School, Indian High School, Al Khaleej School, Zayed University, Sharjah University and the Dubai Women's College. These events have been a great success and Booksplus is happy to contribute towards bringing the world of books closer to young minds.

Towards this initiative Booksplus also held story telling sessions and creativity sessions in the schools where the exhibitions were held.

Booksplus is very aware as a corporate body of its responsibility to the community in which it operates and consciously makes an effort to sell environment friendly brands such as Paperone paper and 100% Earth-friendly products from Green Start. Needless to say recycling is also a way of life at Booksplus.

BRAND VALUES

The driving force behind Booksplus' success lies in the tremendous energy and dedication of their dynamic team of associates. They believe that books are powerful and that there will always be books that a person will be proud to own. They know that while ebooks might be the wave of the future, there is never going to be anything quite like the feeling of sitting curled up with a "tree-book".

At Apparel, Booksplus' parent company, the following guidelines are given to every member of staff on the sales floor:



Customers should be made to feel welcome and comfortable while entering the store and throughout their visit

Help is always available and offered when needed.

When help is sought nothing is too much trouble.

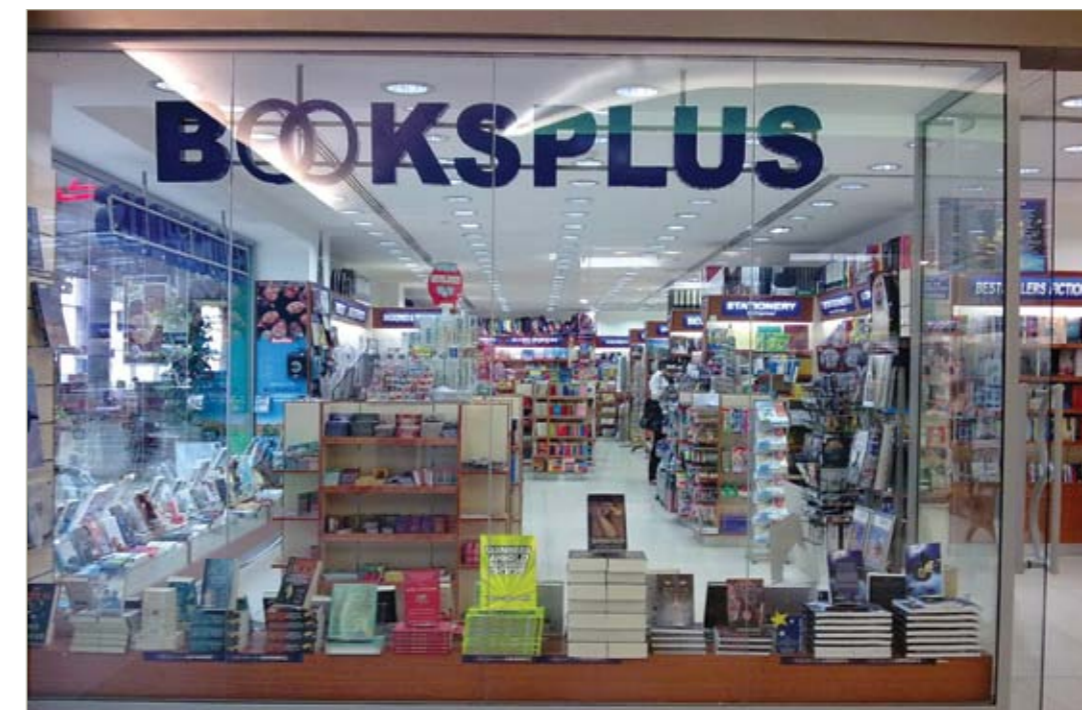
Customers do not want to be hassled.

But customers do not want to be ignored.

Customers never want to be kept waiting.

Acknowledge a customer even when engaged in a conversation or bogged down in tasks.

Never say no when a customer asks for an item. Apologise if it is not in stock or offer an alternative item.



Things you didn't know about Booksplus

In the past year (2010) Booksplus has seen over 365000 walkins. While most of these walkins were Western expatriates or even from the Indian sub-continent, they also saw people coming in from Djibouti, Ajerbajian, Cayman Islands and even the tiny land of Madagascar. In fact, they have seen people from over 119 countries walking in! Booksplus must definitely be doing something right!

Superbrands