

BOOKSPLUS

MARKET

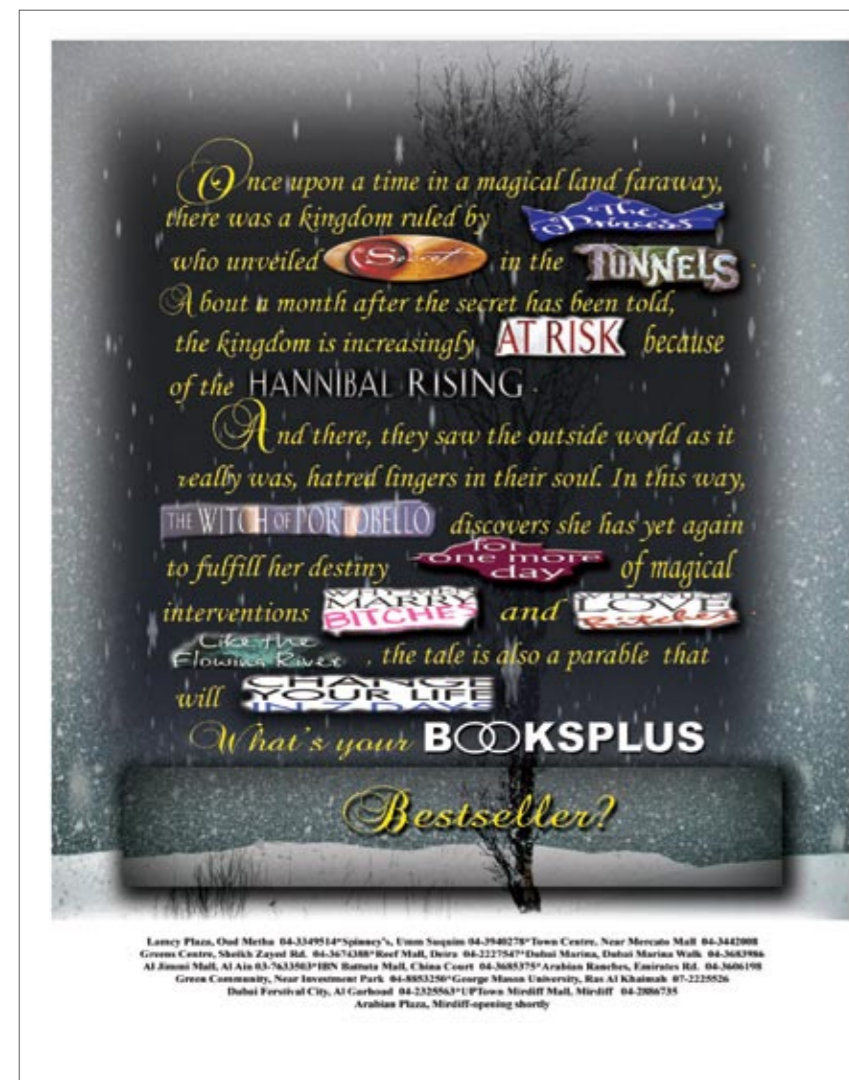
BOOKSPLUS is a part of a chain of stores under the Apparel Group and currently BOOKSPLUS has sixteen Branches in various major malls and communities across the UAE. The majority of BOOKSPLUS' customers tend to be in the age segment of 25 to 50 and, of these, British expatriates make up around 55% of the total whilst UAE nationals and Asians represent 45%.

One of the key characteristics of the UAE book market is the importance of English, which is reflected in the attention devoted to the subject at all levels of the education system



risen by almost 5% a year on average but book sales have increased by almost 7%. In the United States book retailing has grown to become an \$18 billion industry.

The Middle East has a customer base exceeding two billion, half of which are young people under the age of 21, 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.



and in the stated requirements for employment by most companies. It is therefore not surprising that it is the largest export market in the Arab States for UK publishers with sales of £15.4m in 2003 (£18.8m in 2006). The enthusiasm of the UAE population for books is proven by recent statistics. They show that economic downturns, the rise of the internet nor the popularity in advanced video and PC games has dented the public enthusiasm for buying books. In the UK, for example, over the past five years retail sales have

ACHIEVEMENTS

Over the years BOOKSPLUS has been rewarded with many accolades one of which saw BOOKSPLUS become 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.

HISTORY

BOOKSPLUS was the brainchild of Mrs. Sima and Mr. Nilesh Ved, who saw a gap in the market and started it as 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 eleven years ago

There are currently sixteen branches with thirteen of those branches spread all over the Emirate of Dubai which are located within the major residential communities or, at most, just a short drive away from those communities.

The other stores are located in Al Ain, Ras Al Khaimah and Abu Dhabi.

PRODUCT

BOOKSPLUS offers a whole range of books, be it fiction, non-fiction or any genre that you seek. BOOKSPLUS has a link up with Gardeners, the UK's largest wholesaler of books with over two

million books available, and is able to procure any British book in print within 14 to 21 days – at no additional cost, thanks to weekly shipping from the UK. BOOKSPLUS carries in stock over 50,000 popular books with a special focus on children's books and fiction. They also offer special bargain books and best of art books.

BOOKSPLUS' main area of concentration is primarily fiction, self help and children's books in the communities with also academic text books and technical books in the academic campus stores. In addition to books BOOKSPLUS also offers a great variety of other products - DVDs, CD-ROMs, Lifestyle products, Magazines, Gifts and Cards, lunch box set and water bottles at reasonable prices.

Instead of being just another bookstore, the thrust is on community building activities like children's reading clubs, children's activities, promoting new authors, organizing author signing sessions as a launch pad for local and international authors.

BOOKSPLUS is the book store chain that 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.



RECENT DEVELOPMENTS

Over the last year or so, in response to customer suggestions, BOOKSPLUS have expanded their section of school and office stationery, DVD movies and CD ROM software. In addition to

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 efforts including the Sindbad musical play, the BOOKSPLUS at Lamcy super star event, the Lamcy Friday brunch, the Arabian Expatriate Women's club, events at the Dubai Autism Society and events for and on behalf of Medicin Sans Frontieres amongst others. BOOKSPLUS

this expansion of range BOOKSPLUS has also opened new branches in Dubai Academic city and Khalidiya Mall In Abu Dhabi.

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 increased in demand.

is very aware as a corporate body of its responsibility to the community in which it operates and consciously makes an effort to sell environmentally friendly brands such as Double A paper. Needless to say but 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 in delivering the very latest in books of all kinds. 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 not in stock or offer ALTERNATIVE item.

Things you didn't know about BOOKSPLUS

An average book is 21cm long and 15cm wide. BOOKSPLUS stores around the UAE have around 1.2 million books in stock. If all these books were laid end to end the resulting parade of books would extend to a total length over 252 kilometers and cover an area of 37,800 sq m.

Superbrands