

Associated Students Bookstore 2003-2004 Objectives and Outcomes

1. *Evaluate video rental business and re-allocate space to new products and services. (Goals 1,2,5)*
Outcome: Liquidated video rental inventory with minimal financial loss. Analyzed options for new products in the convenience store and determined merchandise was maximized. Moved greeting cards to vacated space, resulting in increased square footage for gifts and clothing.
2. *Will work with a variety of Wholesalers to find used book programs that maximizes the benefits and profits to the Associated Students. (Goal 5)*
Outcome: A contract was signed in June 2004 with Missouri Book Service (MBS). This agreement guarantees that MBS will supply the Associated Students Bookstore with a minimum of 1.2 million dollars in used books per year. Used books sales for the Fall Term were up 10% as a result of this new agreement.
3. *Will create and implement an appropriate open to buy program. (Goal 5)*
Outcome: Both the textbook and the General Book Departments transitioned to new computer systems during this past summer. While some initial progress was made in the General Book Department with an open to buy program (controlled purchases, decreased inventory, improved turns), the two new systems will assist in further implementation of this goal.
4. *Develop annual marketing plan and amend every year thereafter based upon (1) Student Satisfaction Surveys conducted each Fall (2) Faculty surveys conducted every other academic year – to begin Fall '05 (3) sales trend (4) student body demographics. (Goal 1)*
Outcome: Annual Marketing Plan is currently being developed with an estimated completion date of October 12, 2004. The marketing plan is largely based upon compiled data from our Fall 2003 Student Satisfaction Survey (1) and Fall 2003 Faculty survey (2) which includes Student and Faculty demographics (4), sales trends (3), Target Markets, SWOT analysis, Marketing Tactics, and Present and Future Advertising Campaigns.
5. *Assess replacement options of register system at the warehouse. The system is currently used to check validity of barcodes prior to product being sent to the store. Effective March 04 the current system will be obsolete. (Goal 4)*
Outcome: We opted for the least expensive solution to check SKU validity and prices at the warehouse. Scan guns and dumb terminals have been installed at each of the receiving table for a total cost of \$500.00. Other options ranged between \$12,000 (Palm POS units) and \$18,000 (register/controller combo). The option we selected works, but is cumbersome and eventually will need to be replaced. As we expand our off-site operations the need for an additional register/controller combo is apparent. We anticipate using the register/controller combo at the warehouse when it is not needed off-site.
6. *Analyze staffing, customer counts, and traffic patterns to revise “rush” organization to increase productivity while maintaining expected service levels. Coordinate with buyers “rush” set-up and tear down to achieve maximum use of floor space for product. (Goal 5)*
Outcome: During the three weeks of “rush” 2 registers were eliminated, transactions were up 4%, and staffing was reduced by 355 hours - all with no noticeable reduction in service. The

registers were set-up a day later and removed in stages allowing product to remain on the floor for a greater time period.

2004-2005 Goals

1. Educate Student Body on the Textbook Cycle and how money spent at the Bookstore goes back to the University to support facilities, services, and programs for the students. (Goal 5)
2. Create and implement new customer loyalty program(s) while advertising the bookstore's current everyday promotions offered per department. (Goal 1)
3. Evaluate and streamline MBS/Retail Interact procedures. Review and train staff on reporting options. Evaluate sales planning and open to buy tools. (Goals 3,5)
4. Research POS controller replacement options. Include recommendations in 05/06 Budget. Develop strategize and plan for the implantation of new system. (Goal 4)
5. Insure efficient use of TA2 upgrade at warehouse/receiving. Train and cross train staff; determine if any equipment upgrades are necessary. (Goals 3,4)
6. Textbook Department and IT Department will work in conjunction with the University to download enrollment figures on a daily basis directly into the textbook computer system. (Goal 4)