

Radford Book Exchange



By:
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What is Radford Book Exchange?

- College text books
- University apparel
- Greek life apparel

Consumers

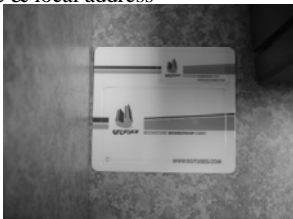
- Local college students (Radford and VT)
- Alumni
- Friends/family of Radford University Students

Promotions

- Discounts for members
 - Greek items
 - textbooks
- Free book exchange t-shirts every Fall
- Midnight madness
- Ad in the Tartan
- Lower prices and more used books
- Coupons for Wonderful Wednesdays! (and every other occasion)
- Mail out coupons to residential students

Market Segmentation

- Membership cards
 - Store number
 - Home & local address



Altering Attitudes

- Cashier greeting upon entrance
- Play popular radio stations
- Lower prices
- Helpful cashiers
- Offer a wider variety
- Keep graduation announcements and ring options available longer
- Free popcorn
- Free t-shirt at beginning of year
- Buy a book build a forest

What the Customers say!

Customer Interviews

- Like the prices
- Want a better selection of school supplies
- Like the \$9.99 tees
- Poster sale in fall
- Need more art supplies
- Money back on books

What the Employees have to say!

Store Manager



- Online access to books would be cheaper
- Out of the store a lot
- Gets impute for merchandise from employees
- Better prices

friendly old guy



- People like him
- Greek supplies
- Permanent
- Too much stuff in the store

The Cashiers



- Good place to work
 - Flexible hours
 - Fun atmosphere
- Textbooks manager is not a people person
- Good selection of Radford apparel

Book Exchange Exterior

- Advertisements in windows
- Front door is open (weather permitting)
- Music playing outside (sometimes)
- Sale racks (weather permitting)
- Steve and or Donnie smoking in the door way



Book Exchange Interior

- Clothing items downstairs by checkouts
- Organized
- Floors usually unswept
- Coke fridge by check out
- Impulse items near check out
- Room available for trying on clothing
- Book area not handicapped accessible
- Seasonal decorations



What We Would Recommend

Store Appearances

- Make textbooks handicapped accessible
- Clean it more often
- Remove smoking man from entrance
- Make the store less cluttered

Marketing Mix

- Post comparative prices
- Use all of the small marketing trinkets from corporate
- Radio commercials
- Run commercials on University TV channel
- Less money spent to advertise in the Tartan

THE END!!

