



Blueprint for Textbooks

The textbook industry is both exciting and different than any other form of retailing. From adoptions to buyback and beyond, a textbook department must be able to effectively manage its inventory in order to succeed. However, in an industry where demand is driven by enrollment, need is often immediate, and competition is everywhere, how can you plan ahead and maximize your profits?

Blueprint for Textbooks outlines the fundamental skill sets in the textbook business. Participants will identify critical actions in the process of making solid textbook ordering decisions, while pinpointing areas for improvement with sell-through analysis.

Available Lengths: 4 hours

Learning Objectives

- Collect the information necessary for pre-ordering decisions and use this information to determine order quantities and identify actions to minimize re-orders.
- Apply forecast and stock decisions for better buyback results.
- Perform a sell-through analysis to reduce the percentage of returns and increase gross textbook margins.
- Use the textbook planning calendar as a tool to build and manage a solid textbook inventory program.

Course Agenda

The Textbook Cycle
The Case Study
Creating and Maintaining a Textbook Calendar
Where Do All the Dollars Go?
Researching Your Projected Sales
Issues in Buyback
Sourcing Books
What is an “At Risk” Inventory?
Strategies for Managing “At Risk” Inventory
Calendar Check!
Performing a Sell-Through Analysis
So, How Does Our Calendar Look?
Using Quantifiers to Research Projected Sales
Back at the Store: Goal Setting

Competency Areas

Course Materials and Intellectual Property; College Store Operations

Experience Level

Threshold
