



The future is now, and Baker & Taylor's Majors Education Solutions and the National Association of College Stores—with its subsidiary, NACSCORP—are joining forces to bring you the cutting-edge technology to harness it. Your students need the right material, in the right format, at the right price. No one can position you better than Majors and NACS.

With unparalleled technical solutions and industry experience, Majors and NACS bring you the keys to the future: e-commerce, digital delivery and marketing solutions to reach the breadth of your customers. Our extensive suite of services enables collegiate retailers to effectively compete with online rivals and provide consumers the convenience of both digital and print materials from a store they know and trust.

Whether you need classic English literature, premier medical reference material or the latest in engineering textbooks, let us remove the guesswork and position your store for success.

NEW RETAIL SERVICES

As you face new challenges brought on by exploding inventory choices and increasingly aggressive digital competitors, Majors and NACS have designed an extensive suite of services for you to offer your students and other consumers the best of both electronic and printed material:

1. MY BOOKS AND MORE

Consumers are increasingly going online to purchase technical and professional books. Now, you can almost instantly customize our online store to your brand. Then, offer your customers nearly limitless inventory, while eliminating direct inventory expenses. MyBooksAndMore.com can quickly and efficiently become your online solution, offering speedy delivery from four distribution centers nationwide, along with competitive pricing – all while integrating offerings and promotions with your physical store.

2. MARKETING ON DEMAND

Consider us your adjunct marketing department. Majors and NACS provide customized point-of-purchase materials, e-mail templates, consumer purchase incentives (such as publisher coupons or rebates) and messages aimed at specific customer groups. In addition, our representatives will work with you to craft marketing plans tailored for your store.

3. CATEGORY MANAGEMENT

With more than 10,000 text and 200,000 professional titles, we analyze your store's specific data to ensure the titles you carry are the right ones. This analytical approach is crucial as shelf space becomes increasingly scarce. The results: increased sales, faster inventory turn and heightened profitability.

4. TEXTBOOK FORECASTING

Imagine a no-cost, fact-based inventory planning service that combines historical point-of-sale data with current course offering and material selection to optimize the textbooks your store carries. That's our Textbook Forecasting solution. We crunch the numbers for you, giving you a store-specific solution for each academic period and allowing you to increase your profits as a result. When combined with the e-commerce solution of MyBooksAndMore.com, it assures virtually limitless inventory with no incremental investment.

CATEGORY MANAGEMENT SOLUTION



With more than 10,000 text and 200,000 professional titles available, bookstores are challenged to merchandise their offerings in a shrinking retail environment.

The campus bookstore's goals are to optimize sales, title selection, inventory turn and gross margin return on inventory investment (GMROI) with limited resources and provide data for store management's review and comparison.

Majors' Category Management Solution is an objective, fact-based review of your bookstore's title selection and inventory depth in relation to unit turn and profits, by title and subject. The goal is to provide essential and easy to understand data, for an evaluation of category performance as it relates to sales, inventory turn and profit.

INCREASED SALES

We guarantee title selection in your store's reference section is based on true consumer demand as reflected in your store's historical sales and by comparing other educational retailers with similar course offerings and consumer/user types.

IMPROVE INVENTORY TURN

By understanding historical unit sales rates by title, you determine your inventory depth and investment based on desired inventory turn.

HEIGHTENED PROFITABILITY

We help you determine which new titles to choose based on comparative title performance and the category segment's historical sales and margin performance in relation to the category.

POS SYSTEM SUPPORT PROVIDED

Our IT staff will assist you in your quest to extract needed data, saving you time and hassle.

KEY FEATURES AND BENEFITS

CUSTOMIZED FOR YOUR STORE

Your store is unique. We know your sales trends are specific to your institution's course and program offerings, faculty recommendations and title applications across multiple disciplines.

MERCHANDISE WITH CONFIDENCE

With access to comparative data relative to your bookstore's situation, you can easily identify positive and negative variances. Speculation will be removed and decisions are based on facts as they relate to your store's performance compared with the marketplace.

CONTROL YOUR RESULTS

Title selection will be based on fact, so titles chosen will meet your store's profit and inventory turn requirements. Combined with the MyBooksAndMore.com e-commerce solution, your store enjoys virtually endless inventory depth and supply without an incremental investment.

TEXTBOOK FORECASTING SOLUTION



Traditional and alternative channel competitors have changed how bookstore consumers shop. As a result, textbook forecasting is a daunting challenge.

Bookstore management challenges include balancing customer service (in-stock availability) with operating expenses (labor, freight and other expenses associated with returns), while delivering revenue, margin and market share.

Majors' Textbook Forecasting Solution is a no-cost, fact-based inventory planning service designed to examine historical POS sales trends in relation to course and materials selections to project future needs, regardless of changes in titles.

REDUCE INVENTORY EXPENSE AND IMPROVE PROFIT

Analytic reports broken down in weekly increments ensure optimum inventory carrying expense and gross margin return on inventory investment.

NEVER OUT OF STOCK

Combined with the MyBooksAndMore.com e-commerce solution, your store has a virtually limitless supply. And, when purchasing inventory for your store, be assured of 100 percent returnability if we are inaccurate.

ACADEMIC PERIOD SENSITIVITY

Provides for forecast variations unique to each academic period, regardless of type.

POS SYSTEM SUPPORT PROVIDED

Our IT staff can assist you in your quest to extract needed data from your system, saving you time.

KEY FEATURES AND BENEFITS

STORE SPECIFIC

Your store is unique. We know your sales trends are specific to your store and, therefore, require a distinctive, customized approach to creating your forecast.

USER FRIENDLY

Your store's title specific forecast will be provided in a Microsoft Excel file for your review and conversion into a Majors' purchase order, with your approval.

SAVES VALUABLE TIME

Time and manpower are critical issues in today's retail environment. Let Majors crunch the numbers for you.

SAVES MONEY AND INCREASES PROFIT

Majors' Forecasting Solution process analyzes historical trends by course and by academic period. Inventory investment is optimized, returns are minimized and changes in course material can be easily accommodated. And when combined with the MyBooksAndMore.com e-commerce solution, your store enjoys virtually endless inventory with zero incremental investment.

BENCHMARKING SUPPORT

Majors' promise is confidentiality to each bookstore. Your store's historical data will not be shared with another retailer. We will aggregate sales results on a per enrolled student basis and assign comparison data by title when available.



MyBooksAndMore.com is an e-commerce solution designed to address all your e-commerce needs, with little to no cost to the store.

Traditional bookstores' text material sales have been shifting online. Internet sales accounted for a 39 percent share of the market in Fall 2009-10.

Traditional bookstores have not been able to compete effectively with Internet retail giants in terms of title selection, delivery, pricing and promotions.

SELECTION

Access to more than 1 million titles; hundreds of thousands in stock daily.

DELIVERY

Your customers' orders are delivered in two to three days, shipped from four state-of-the-art regional distribution centers via UPS ground. Next-day service is also available.

PRICING

Featured titles are offered at publisher list price, then selected by you at a discount designed to minimize inventory carrying cost, operating expenses and capital charges.

PROMOTIONS

Provide your customers with publisher coupons, rebates, special offers, consumer incentives and in-store redeemable coupons to increase your store's sales.

KEY FEATURES AND BENEFITS

COMMITTED TO HIGHER EDUCATION

MyBooksAndMore.com is a serious e-commerce solution focused on text and professional titles, simply the best in the business.

CONSUMER AND BOOKSTORE FRIENDLY

Your MyBooksAndMore.com retail site is designed with simplicity in mind—easy navigation, titles organized alphabetically by academic discipline and by consumer type, along with a straightforward return process. Your customers can choose to return online via UPS or at your store without additional cost and for immediate credit. No other Internet retailer can match that.

STORE WITHIN A STORE

MyBooksAndMore.com enables you to provide an almost unlimited selection of text, trade and reference books without the additional inventory expense. You are virtually never out of stock.

INCREASE SAVINGS AND PROFIT

Without inventory carrying costs or operating expenses associated with sales from your MyBooksAndMore.com site, you can share these savings with your customers while making the same or more profit than if you sold the book from your own shelf.

OTHER BENEFITS

MARKETING SUPPORT

Supported by Marketing On Demand Resources, MyBooksAndMore.com is a dedicated e-commerce solution offering customized marketing support to retailers.

CUSTOMER SERVICE

Unlike many Internet retailers, customer support is local at your store or online with our industry-leading customer support team in Lewisville, Texas.

THE FUTURE DELIVERED

As the industry evolves, the MyBooksAndMore.com site will be the preferred solution for safe, secure sales of e-books and the fulfillment of other intellectual content needs. We will meet Higher Education Opportunity Act (HEOA) requirements in June 2010.



Consumers are looking for price relief, and retailers are looking for ways to meet this demand.

College and university bookstores don't always have marketing resources to communicate efficiently and effectively to their internal and external audiences.

MarketingOnDemand.com is a comprehensive and cost-saving marketing solution that provides customized marketing support to both traditional bricks-and-mortar and e-retail outlets servicing the college marketplace.

POINT-OF-PURCHASE MATERIALS

Promotional templates for window banners, posters, shelf talkers and flyers customized with your store's messaging and logo or emblem.

ELECTRONIC MARKETING

Storage resources for tailored consumer e-mail lists and templates for promotional offerings, including electronic and printable consumer offers.

CONSUMER PURCHASE INCENTIVES

Publisher-sponsored consumer offers, such as coupons, rebates and multiple purchase offers to increase your store's traffic and sales.

TAILORED MESSAGES

Professional communication pieces tailored to each audience in the college environment.

- Administration
- Faculty
- Students

KEY FEATURES AND BENEFITS

DIRECT CONSUMERS TO YOUR STORE

Broadcast publisher promotions and consumer offers to your customers via e-mail with "buy now" links to your store's customized MyBooksAndMore.com e-commerce site.

CONSUMER FRIENDLY

All consumer offers can be easily redeemed online or at your store.

PLANNING SUPPORT

Develop your sales plans with a knowledgeable representative. Through intelligent application of research, and based on your academic period, review new and promoted titles planned for release, customize your e-mail communications and ads, and time communications to suit your inventories and promotions. Additionally, your representative will assist you in the customization of point-of-purchase materials.

DATABASE MANAGEMENT MADE EASY

Your MarketingOnDemand.com site accommodates storage for multiple databases, allowing you to maintain custom lists that target groups such as students, students' families, faculty, staff, alumni and area professionals.

OTHER BENEFITS

INTEGRATED RETAIL SUPPORT

MarketingOnDemand.com is the only e-marketing website designed specifically to support both traditional bricks-and-mortar and online retailing.

UNPARALLELED CUSTOMER SUPPORT

Unlike other e-marketing applications, every customer using MarketingOnDemand.com will have a dedicated

representative to assist in the planning and execution of its store's marketing plan.

THE FUTURE DELIVERED

Your MarketingOnDemand.com site will be your customers' preferred solution for safe, secure purchases of e-books and other intellectual content.