## Mission, Vision and Strategic Planning FY 2019–2024

The *Book Café* located within the John Readings Bookstore is a privately owned company (the Book Café Group - BCG) that until recently operated four *Book Cafés* in and around the Melbourne metropolitan region. In line with the strategic plan for John Readings, the company has recently expanded to 13 Cafés in bookstores across Victoria with the flagship store operating in the centre of Melbourne.

The owner, chairman and CEO, Jim Murphy, has run the company for the past five years. He has operated various cafes and restaurants for most of the last 25 years and relies on his hands-on approach to hospitality operations.

The BCG cafes provide high quality fair trade coffee, superior hot and cold gourmet food and beverages, and a consistently high level of expert and knowledgeable fast and friendly service. The ongoing success of the BCG is linked closely with John Readings and the company’s plans to invest in ‘destination’ bookstores (with cafés within) throughout Australia, New Zealand and the Asia Pacific (for more details ref. John Readings Expansion Plans).

The book stores trade 6 am–11 pm daily and the Cafes are open for this time as well. The Cafes typically include seating for 40 customers, a children’s play area, a take away section, store manager’s office and stockroom. They sell drinks and light snacks all day with a breakfast, lunch and dinner menu running for these peak periods only. A range of ethically sourced, special blend coffees is available for purchase and the café also provides a limited catering service as well as special order cakes.

### Mission

We deliver value to customers and investors through our highly trained, motivated, and expert workforce.

### Vision Statement

Within five years, the company will have established itself as a premier partner with John Readings Bookshops as a ‘destination’ provider of gourmet coffee and food for the ethically and literally aware Bookshop enthusiast. In line with JR extension plan the BCG will have expanded to a number of key locations throughout Australia, New Zealand and the Asia Pacific.

Strategic directions for the coming 12 months:

* Maintain superior product and service quality standards,
* Engaging with customers through marketing, research and personalised service,
* Provide ambience in line with the bookstore ethos to encourage and enable customer browsing,
* Increase revenue through targeted marketing campaigns,
* Control direct and indirect operational costs through operational efficiency,
* Establish BCG as the recognised partner with John Readings Bookstores,
* Maintain highly trained and motivated staff and supporting people performance.

### Company values

The BCG is committed to:

* Performance excellence,
* Value for customers and employees,
* People: Active encouragement of teamwork, diversity, safety, excellence, innovation, sustainable practice and continuous improvement,
* Personal and professional development.