John Readings Bookstores National Business Plan (Excerpt)

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| **The Business** |
| **Business name:** **Business structure:****ABN:** **Business location:** | John Readings Pty. Ltd.Public Company4000000000John Readings is headquartered in Sydney, NSW. The business owns and operates 850 stores throughout Australia and New Zealand and a large, purpose built Warehouse and Distribution Centre located in Laverton VIC as well as an older warehouse used for overflow at peak times of the year only. |
| **Website:****Date established:** **Business owners:** | [*http://johnreadings.com.au*](http://johnreadings.com.au)26 January 1956The Reading family has owned and operated the company from 1996 until an external CEO was appointed in 2007 who dramatically reduced costs, improved turnover and increased profit. |
| **Products/services**John Readings started out as a Bookstore supply to the Australian consumer market. It now has upward of 850 stores throughout Australia and New Zealand, a booming online business (with associated warehouses and distribution centres) and has recently launched a publishing arm that focuses on Australia authors and also distributes titles to other bookstores globally.**The Market**Target marketThe market has been divided into three target markets or segments: 1. Home entertainment,
2. Authors, and
3. Bookstores and other retail outlets.

Marketing strategyJohn Readings takes a two-pronged strategic approach, characterised by product and service differentiation along with select targeted marketing activities.**The Future**Vision statementWithin five years, John Readings will lead the bookstore and publishing market in Australia and be a recognised global player. |
| **Strategic directions for FY 2019 – 2022**John Readings strategic directions are to:* Increase sales revenue and gross profit,
* Maintain or increase market share,
* Control direct and indirect operational costs,
* Maintain superior product and service quality standards, and
* Establish the company’s reputation as a socially and environmentally responsible company.
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