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 Company  4000000000  John 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 1956  The 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 market The market has been divided into three target markets or segments:   1. Home entertainment, 2. Authors, and 3. Bookstores and other retail outlets.  Marketing strategy John Readings takes a two-pronged strategic approach, characterised by product and service differentiation along with select targeted marketing activities. **The Future**Vision statement Within 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. | |