



Dymocks stores. This has been a significant achievement for Dymocks, with plans to keep expanding both within Australia and overseas.

There are flagship stores in all State capital CBDs. These stores, along with expansion into key metropolitan and regional centres, are part of an overall brand strategy to consolidate Dymocks' market presence.

The merchandising and marketing strategy provides focus for Dymocks based on proven retail principles and it continues to support Dymocks' position well into the future. Dymocks partnership alliances with credible and well-respected businesses continue to be successful for example SBS, with an SBS display in every Dymocks store; The Australian Stock Exchange and ABC Centres in a number of stores.

#### HISTORY

The grand Dymocks George Street store, built in 1930, is Sydney's



greatest bookstore. Its origins began in 1879 when young William Dymock commenced business as a bookseller in nearby Market Street. As his business grew, he moved to larger and grander premises until, in the 1890s, he had a million books in stock. William Dymock died in his thirty-ninth year. Unmarried and childless, he left the business to his sister Marjory, who was married to John Forsyth. From that time onwards, the Forsyth family has managed Dymocks.

In 1981, John Forsyth, William Dymock's great grand nephew, decided to take over the company, selling his own successful printing and publishing business. After investigating book retailing around the world, he implemented major changes to the old store. Specially designed gondolas and displays were built, colour corrected lighting was introduced and the most sophisticated computerised customer enquiry service for books in the English speaking world was developed and installed.

In 1986, the Dymocks Franchise System was set up, allowing people to have their own piece of this great bookselling tradition. At the same time, www.dymocks.com.au was being developed as the most successful Australian bookselling site and consistently one of the most visited sites on the Internet. It is a reaffirmation of the Dymocks history of applying modern retailing techniques to a proud century-old tradition.

#### THE PRODUCT

As a family owned business and the oldest Australian owned book store, Dymocks prides itself on meeting the book buying needs for all

#### THE MARKET

More than 58 million books were sold in Australia last year (2006) with a value of just over \$1.1 billion representing over 320,000 titles. Dymocks has a large and growing share of this market.

With 74 stores in Australia, the Dymocks group represents some 16% of the book retail market.

The Dymocks website attracts some 11,000 visitors every day! It also features the merchandising and marketing strategies of the Dymocks stores. The www.dymocks.com.au website is a successful and growing sales channel and according to Hitwise (June 2007) the Dymocks website annually ranks in the top two websites within the category of Australian book sellers.

#### ACHIEVEMENTS

Dymocks Booksellers currently have 74 stores across Australia. The Dymocks store which opened in Hobart, Tasmania in 2000 made Dymocks truly national with Dymocks in every state and territory.

The past five years have seen Dymocks expand internationally to a total of 5 book stores in New Zealand and 11 in Hong Kong. Overall, there are 90



generations of Australians, across all categories.

Dymocks carries a large range of backlist titles, as well as a vast range of new releases. If the book a customer wants is not available locally, Dymocks can order it from overseas. Superior customer service philosophy, together with a leading range of books and distinctive shop designs make book browsing and buying an effortless pleasure.

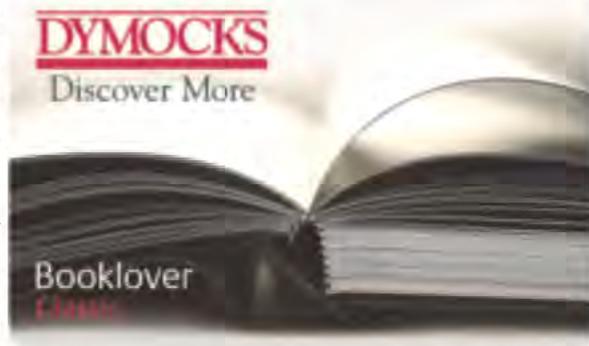
In all areas of service, the Dymocks mission statement is “to meet the leisure, learning and gift needs of all customers by creating the best possible book buying experience”. Dymocks plans to lead the way in the 21st century with the same enthusiasm and progressive retail approach that has ensured its business success to this day.

**RECENT DEVELOPMENTS**

In March 2006 Dymocks relaunched its customer loyalty program – Booklover - introducing superior technology and a sophisticated card to fulfill its loyalty marketing objectives.

The new program is now a much more flexible points-based program. The card contains a built-in magnetic stripe storing a customer’s relevant demographic information, preferences and points earned and redeemed. With this, Dymocks now has much greater customer information to enable them to build a profile for each customer which enables more effective one-to-one marketing.

An aggressive membership campaign followed the relaunch and resulted in a 40% increase in new members into the program. A large percentage of the membership base has also elected to receive information electronically.



With Dymocks’ new superior website, Booklover members are now able to log in and check their reward balances, update their details and find out the latest information on their favourite authors and member rewards.

In November 2006, Dymocks re-launched the www.dymocks.com.au website with new design elements and a world class search engine. Showcasing over 250,000 titles the website attracts over 4 million visitors annually.

**PROMOTION**

Dymocks’ communications strategy has been the driving force behind the outstanding expansion and popularity of the nationwide Literary Events series.

The first Dymocks literary luncheon was held on 2 December 1988, with 120 people in attendance



to hear and meet Morris West.

In 2006 Dymocks ran over 50 events nationally with more than 12,000 of our customers attending events to hear from a great range of authors such as Peter FitzSimons, Jackie Collins, Alexander McCall-Smith, John Connelly, Colleen McCulloch, Peter Carey and more.

The program has continued to grow and now includes hundreds of local and international authors; alliances with some of Australia’s and New Zealand’s leading broadsheets; and suburban events.

As part of a national literary program, Dymocks currently has exclusive formal relationships in place with The Sydney Morning Herald, The Age, The Brisbane News, The New Zealand Herald and The West Australian.

Other elements of the National Communications Strategy include developing Dymocks’ own National Literacy Foundation, founded by Dymocks Chairman John Forsyth in 2001.

Dymocks is involved in Australia’s literary community through various well known and loved writers’ festivals at a national and local level.

At a local level there is a great deal of support and involvement in Book Clubs such as the one run in Perth with The West Australian newspaper.

Dymocks’ instore marketing and merchandising initiatives provide a highly differentiated book retail experience. The initiatives are designed to help customers make an easy and informed book purchase.

They include Booklover newsletters featuring new release reviews and highlighting the

Dymocks “Book of the Month” and “Author of the Month”; Critic’s Choice recommendations that put stars on the covers of selected books; and Staff Recommended Reads which are displayed in all stores.

The positioning of Dymocks as “experts” in the field is extended to the staff who are hired and trained to provide a high standard of customer service.

Dymocks’ advertising strategy involves a range of promotional offers which are seasonal and timely, designed to reach the widest possible range of book buyers.

This includes national catalogues which are distributed during peak retail periods such as Christmas, Mother’s Day and Father’s Day plus radio and television support for tactical promotions.



**BRAND VALUES**

Back in 1879, William Dymock began the Dymocks tradition with his genuine passion for bookselling, and that same attitude is at the heart of the approach taken today. The tradition is defined by four key values: passion, empathy, accessibility, and leadership.

Dymocks is passionate about books in everything it does. As the retail environment becomes more impersonal, the opportunity for Dymocks to take the high ground becomes ever greater.

Dymocks has identified customer types and developed initiatives to cater to their distinct needs. Through empathy with the individual customer and their individual needs Dymocks provides an enhanced book buying experience.

Accessibility has been another key to Dymocks’ success as a mainstream bookseller. By catering to customers’ cultural and socioeconomic needs, the company has presented a friendly, open and accessible outward face. And as the Australian bookstore which has a greater understanding of its audience, Dymocks continues to set the standard in bookselling.

The range of services is constantly evolving to enhance the customers’ book buying experience and to provide More for Booklovers.

**THINGS YOU DIDN'T KNOW ABOUT DYMOCKS**

- The Dymocks Franchise system was introduced in 1986.
- More than two million Australians visit Dymocks bookstores each month.
- There are more than 1.2 million books displayed in Dymocks’ George Street, Sydney store.
- Dymocks is involved in Australia’s literary community through various well known and loved writers’ festivals at a national and local level.
- Dymocks’ own National Literacy Foundation was founded by Dymocks Chairman John Forsyth in 2001.