

TO: Jeff Kerr, Vice President; George Beitzell, District Manager  
FROM: Raymond Palma

## **REPORT FROM STORE #500, BOOK DEPOT “YOUR FAVORITE BOOKSTORE”**

### ISSUES NEEDING ADDRESSING:

Music stand needed as well as 30 titles that are missing and couldn't be placed without a structure. I received several structures from Publishers Warehouse all of which were of no use to me.

Sections too big without focus. Example, business section which had job books incorporated with computer books. Example, the children's section has many delineations in the computer yet we have only one sign that says Childrens.

Need Jerry to help delineate new categories in my computer system.

We need to have the computer give us the specific new categories we created.

I am logging all new heritage books under African American Studies and then we'll need to delete this section from the categories and make it Heritage section.

We need to get the rugs cleaned. Huge stains on the rug and on the tiles.

We need signs that are missing.

#### Old signs that are missing:

Young Adults  
New Age  
Children's Educational  
Health  
Paperbacks 2  
Audiobooks 2  
Biography

#### Newly created sections that need signs:

Heritage  
Science  
Careers  
Lifestyles  
Computers/Games  
Regional Interest  
Just Arrived

### PROBLEMS SOLVED:

I worked an average of 58 hours a week with one day off each week for the first five weeks I began working at Book Depot.

The day I began managing Book Depot there wasn't any management staff just myself and two part-timers. I hired one assistant manager and one third key while promoting one part time associate to the other third key vacancy.

I created a bigger and more concise customer order book which neglected to include a column for the type of book being ordered. Example, Hardcover=HC Paperback=PB Audiobook=A

I also moved the customer order books up front behind the register for easy access.

Ordered free newspapers. Dan's Papers, which we now carry. Will order Long Island Voice, Southampton Independent, Hamptons, Country Living, Summer Life and Waldo, a child's activity and fun book. All of these newspapers are free and are available only in book stores and intelligent type of shops. People will search far and wide on the weekend for these newspapers.

Created a training manual to insure proper adherence to company policy and to make sure customers received the utmost attention.

Cleaned the entire best seller wall and then ordered every best seller. These sold extremely well and I was proud to erect a sign touting the fact that we have every best seller.

Missing many titles from Illustrated Classics that we were missing and cleaned up the score table where it is.

Cleaned up reference section and put labels on shelves. Removed much over stock.

Created a heritage section from African American Studies section which was not selling. I will need to get more books on other heritages. After St. Patty's Day I can put the left over books in Heritage section on Irish-Americans.

Cleaned up Hobbies & Crafts section and made labels for shelves. Moved many books to newly created Do-it-Yourself section and Home Improvement section.

Created a Home Improvement section and used the proper signage.

Created a Do-It-Yourself section by making a sign and retrieving books from other sections where they were not best suited. Will need more books in this section such as kits like filing for your own bankruptcy, doing your own divorce, etc.

Cleaned up the Childrens section and made three sections Children's Education.

Created a Science section and took many books from Inspirational and Nature sections which were not suited for these areas, for example, Astrology, which was in the Inspirational section.

Created a Careers section. Condensed test books from 1 ½ sections to 2 shelves. Moved 1 section of test books to over stock. Incorporated in Careers section is also job books, which I got from the business section and resume and cover letter books which I got from the reference section.

Created a Just Arrived section. This section is a necessity because we're able to tout new books instead of just placing them in their respective genres. First we must display them in this section.

Created a Regional section for local interests. This demand is very heavy in this region because of Long Island's rich history and huge tourism industry.

Moved entire sections to where they'd be better grouped. Example, Heritage by History and Careers by the Business Section.

Moved the Business and Careers sections by reference and moved Sports and Transportation by where the Business section just to be. This will create a whole area of books pertaining to reference. Moved newly created Home-Improvement and Do-it-Yourself sections by Hobbies & Crafts. Moved newly created Science section by Nature and Animals.

#### MY MANAGEMENT PHILOSOPHY:

I want to light a fire in people, not under them.

#### MY EMPLOYEES:

Each of my employees have been committed to excellence. For instance, Barbara, my third key, knows where almost EVERY book is in the store. Her knowledge of the childrens section is quite impressive. Sandra, my assistant, on her days off finds articles on new books and brings them in for discussion.

Each of my employees I have trained thoroughly and I make them feel appreciated.

#### CONCLUSION:

I feel the store has some issues it needs to address. None of the issues are insurmountable and won't take much money to address most just time. This store is and will continue to be successful. The company can look forward to opening more Book Depots in the near future.