WYATT FEASTER

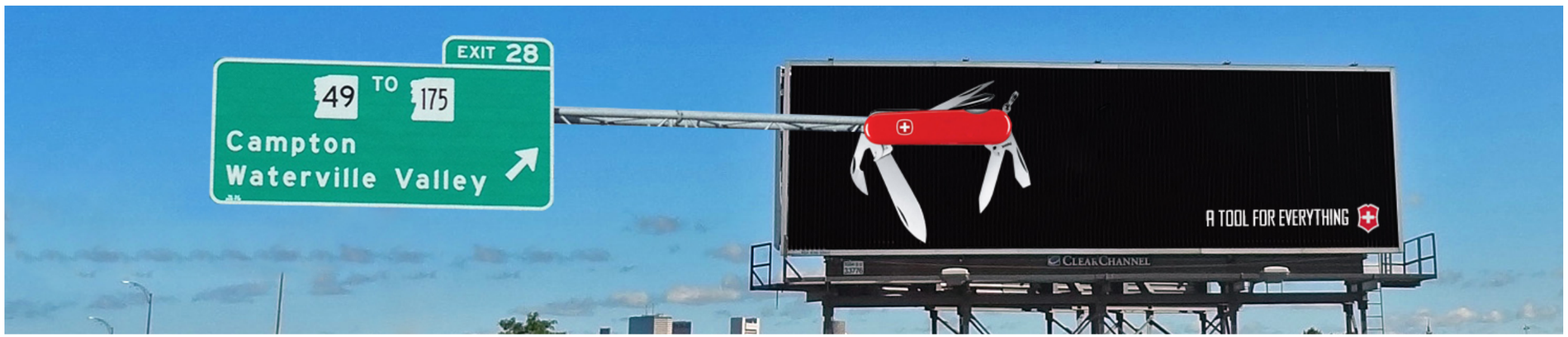
1

Ad Series

A TOOL FOR EVERYTHING

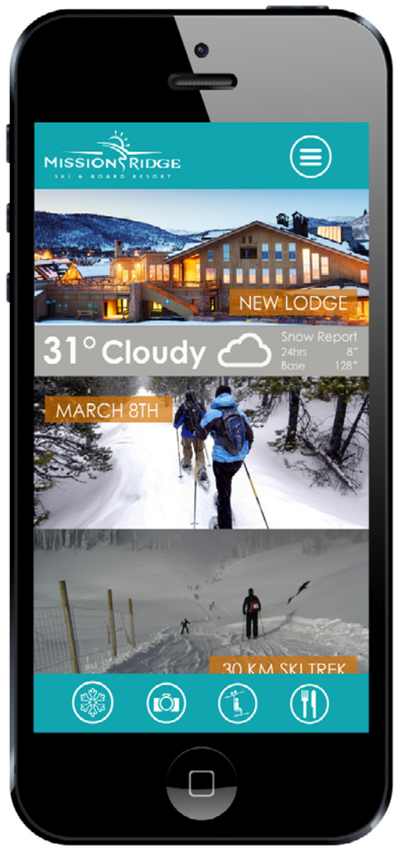
A TOOL FOR EVERYTHING

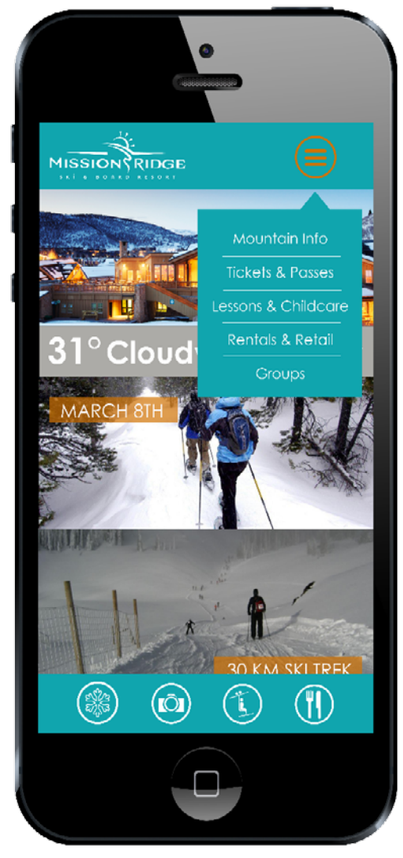
A TOOL FOR EVERYTHING

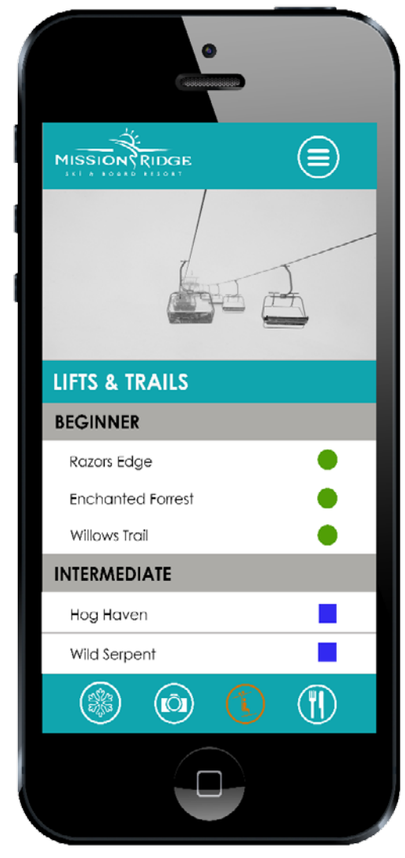

EXIT 28
49 TO 175
Campton
Waterville Valley
A TOOL FOR EVERYTHING
CLEAR CHANNEL

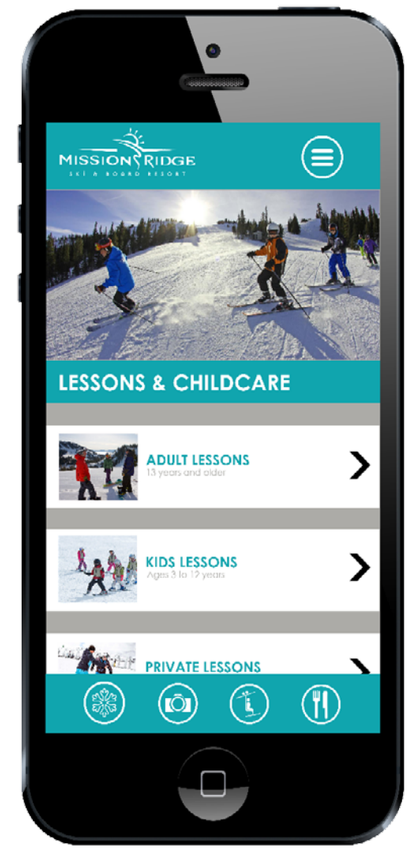
2

App Concept









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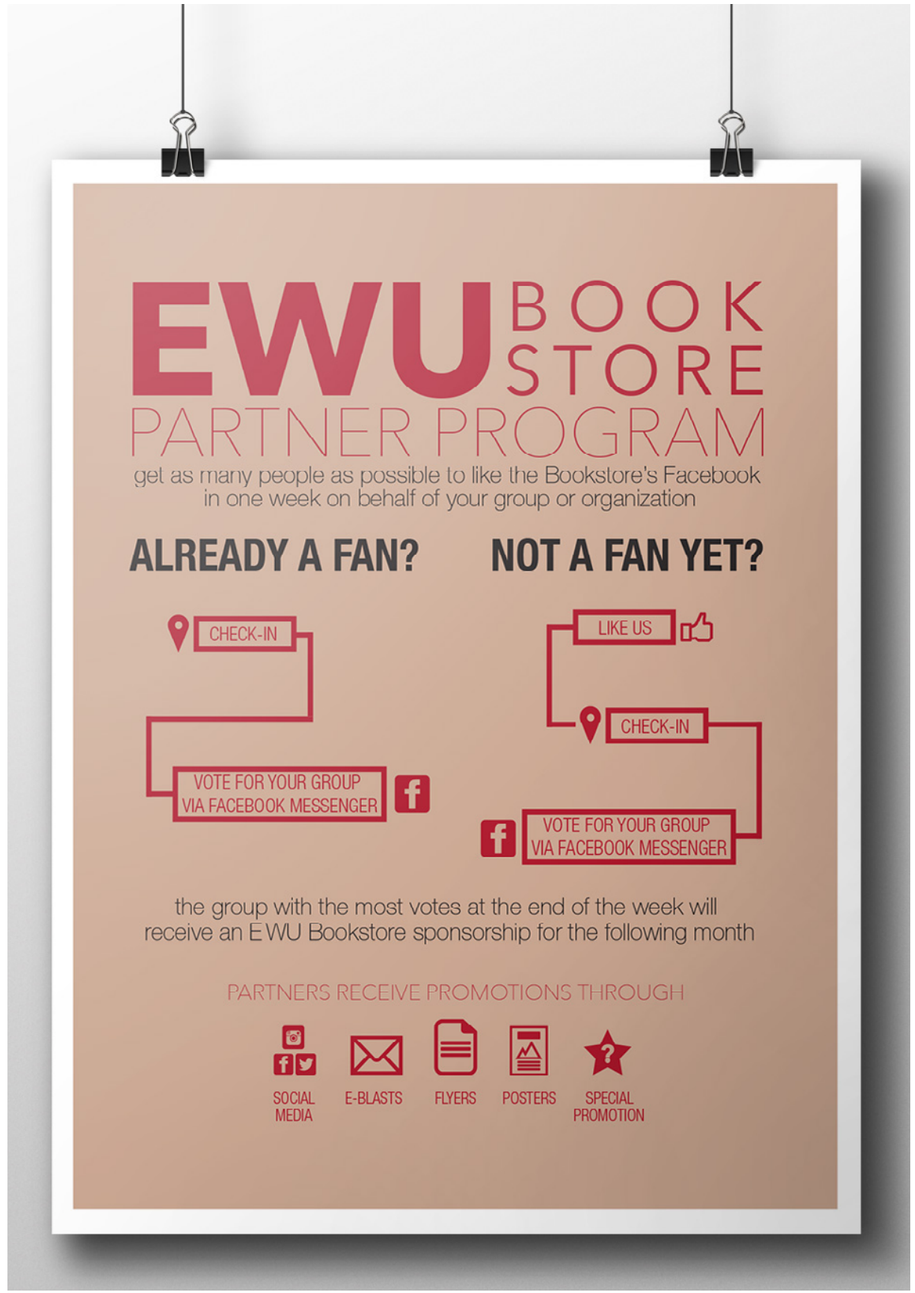
Brand Identity

Everlast Design

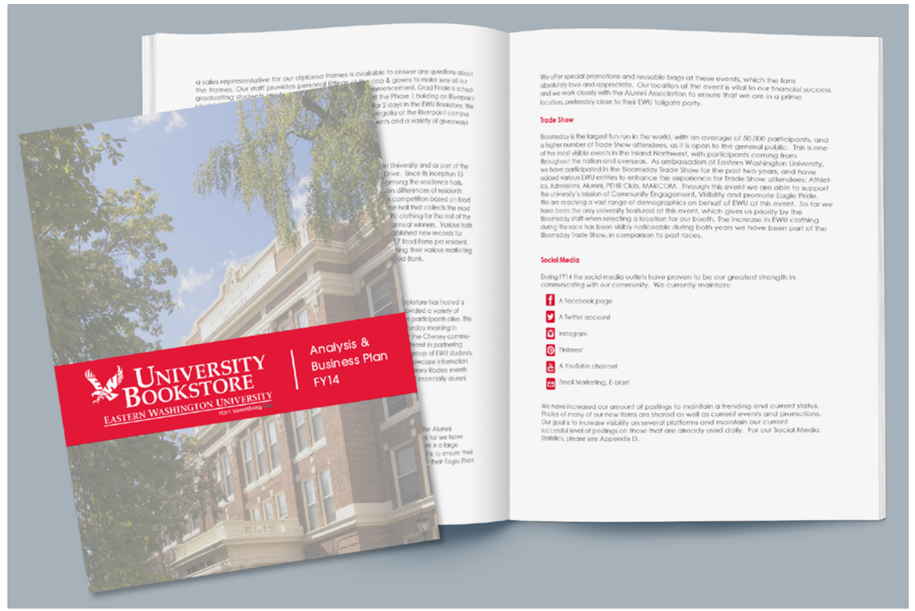
4

Poster Design



5

Business Plan



We offer special promotions and reusable bags at these events, which the fans absolutely love and appreciate. Our location at the event is vital to our financial success and we work closely with the Alumni Association to ensure that we are in a prime location, preferably close to their EWU tailgate party.

Trade Show

Bloomsday is the largest fun run in the world, with an average of 50,000 participants, and a higher number of Trade Show attendees, as it is open to the general public. This is one of the most visible events in the Inland Northwest, with participants coming from throughout the nation and overseas. As ambassadors of Eastern Washington University, we have participated in the Bloomsday Trade Show for the past two years, and have added various EWU entities to enhance the experience for Trade Show attendees: Athletics, Admissions, Alumni, PEAR Club, MAECOM. Through this event we are able to support the university's mission of Community Engagement, Visibility and promote Eagle Pride. We are reaching a vast range of demographics on behalf of EWU at this event. So far we have been the only university featured at this event, which gives us priority by the Bloomsday staff when selecting a location for our booth. The increase in EWU claiming during the race has been visibly noticeable during both years we have been part of the Bloomsday Trade Show, in comparison to past races.

Social Media

During FY14 the social media outlets have proven to be our greatest strength in communicating with our community. We currently maintain:

- A facebook page
- A Twitter account
- Instagram
- Pinterest
- A YouTube channel
- Email Marketing, E-blast

We have increased our amount of postings to maintain a trending and current status. Photos of many of our new items are shared as well as current events and promotions. Our goal is to increase visibility on several platforms and maintain our current successful level of postings on those that are already used daily. For our Social Media Statistics, please see Appendix D.

6 BENCHMARKS AND METRICS

COST CONTROL PLAN

Our primary metric is gross margin dollars which is calculated by subtracting cost of sales from sales. Each department is given a monthly goal that adds up to the store total of $1,573,786.

We will focus on the gross margin dollar estimates and how each department is performing in relation to their individual metrics. For departments not meeting their goals, emphasis will be placed on increasing margin dollars or reducing expenses. Employee hours may be moved from an under-performing department to a department exceeding goals with the understanding that the store goal has priority.

Sales Projections by Department

We currently provide monthly sales by department to each buyer. The bookstore has a marketing plan outline for FY14. This is a fluid document and merchandise revisions will be made as needed to increase sales and generate gross margin dollars. If a department is falling short of projections we will determine if increased promotional activity should take place or if we should place our emphasis on the departments exceeding forecasts with the intent of taking advantage of customer demand.

Discounts and markdowns increase cost of goods and reduce gross margin dollars and net profit. Last year the discounts and markdowns totaled $389,411 for the bookstore combined. These dollars equal 6.48% of our total store sales and exceed the Independent College Bookstore Association (ICBA) benchmark average of 3.7%.

The two primary factors influencing our higher metric are both directly related to our strategic goal of expanding EWU visibility:

Aggressive marketing efforts based on discounting prices to increase product placement in community

Discounts provided to departments to enhance their outreach efforts

TEXTBOOK OVERVIEW

Our textbooks pricing strategies include keying prices of our standard markup, we are pressing on purchasing the Verbo software product to assist in designing a dynamic textbook, comparing our prices so we may compete with all textbook sources.

Sales-Rental books will continue to be our primary focus to offer savings to our students. Retter and MBS have both maintained available titles but have increased the cost of renting.

BENCHMARKS

All of our bookstore metrics are compared annually to the ICBA survey. The discrepancy between reported annual sales volumes from largest store, $53,578,419 to the smallest $1,016,531, mandates that revenue and expense metrics be expressed as a percent of sales. Other metrics not directly governed by sales volume and illustrated by sales growth and Gross Margin Return on Investment are expressed as a percent to total.

Gross Margin Percentages

Gross Margin Percentage: Gross margin is revenue less cost of goods sold and states the profit from the sales of products less the cost of those products. In order to effectively benchmark with other ICBA stores this metric is expressed as a percentage of sales. In FY13 the bookstore reported a gross margin % of 31.8, which was ranked 11 of the 78 stores reporting in the ICBA survey.

Gross Margin Return on Investment

Gross Margin Return on Investment: An important tool in analyzing inventory, sales and profitability. This metric compares gross margin earned by the products purchased to the inventory investment required to generate gross margin dollars. The critical components of this calculation are the gross margin and average inventory, which are directly influenced by inventory turnover. In FY13 the EWU Bookstore reported a gross margin return on investment of 2.28, which was ranked 11 of the 78 stores reporting in the ICBA survey.

Markdowns Percentage to Sales

Note: FY13 was not shown in ICBA Operating Survey.

Markdowns as a Percentage to sales: Markdowns are generated by reducing the received price of inventory either through promotional discounts to customers or slow selling merchandise that requires markdowns to free up investment in inventory. Markdowns directly reduce Gross Margin dollars and eventual Net Income. This metric is expressed as a percent of total sales, it was not benchmarked for FY13 on the ICBA survey. The bookstore's % decreased from 5.81% in FY12 to 4.37% in FY13

Inventory Turnover Percentage to Sales

Inventory Turnover: This metric is calculated by dividing net sales by average inventory and the calculation generated is compared directly to other bookstores since sales volume variance is not critical to the benchmark. A turnover ratio too low is a reflection of excessive inventory on hand while too high a ratio may result in lost sales due to not having merchandise which required to meet customer needs. In FY13 the bookstore reported an Inventory Turnover of 4.3, which was ranked 20 of the 78 stores reporting in the ICBA survey.

Percentage Shrinkage to Sales

Shrinkage to Sales: this metric analyzes the variance between an annual physical count compared to accounting inventory. The variance can be positive or negative although a positive variance results only from store staff errors related to inventory management. A negative variance commonly referred to as shrinkage is a reflection of theft as well as staff errors in inventory management. This metric is benchmarked as a percentage of total sales. In FY13 the bookstore reported an Inventory Overage of 1.97%

Operating Expense as Percentage of Sales

Operating Expenses as a Percentage of Sales: This metric compares all operational expenses, those not included in cost of goods, to the annual sales volume of the store. Operational expenses are sometimes labelled as controllable expenses but this is not an accurate reflection since university bookstores often have no control over rent, administrative expenses or even salaries paid to employees. This metric is benchmarked as a percentage of total sales. Operating expenses are deducted from a store's gross margin resulting in operating income. In FY13 the University Bookstore reported Operating Expenses as a % of sales at 29.9%, which was ranked 60 of the 78 stores reporting in the ICBA survey. The bookstore historically has had a high % in this metric due to the contributions back to the University in the form of rent, administrative overhead and discounts to departments.

Personnel Expenses as a Percent of Sales: Personnel expense metrics are such a critical component of Operating Expenses that they are benchmarked separately. Minimum wage rate discrepancies by state will impact college bookstores, which typically employ a large number of student and hourly employees. This metric is benchmarked as a percentage of total sales. In FY13 The bookstore reported

Personnel Expenses as a % of sales at 14.4%, which was ranked 35 of the 78 stores reporting in the ICBA survey.

Personnel Expense as a Percent of Net Sales

Sales Growth

Sales Growth: This metric is expressed as a percentage of sales growth for a determined time period normally as an annual percentage. Sales growth is determined by comparing annual dollar differences in sales expressed as a percentage. In FY13 the bookstore had a 6.62% gain on net sales of $5,697,773 compared to $5,344,189 in FY12.

The University Bookstore uses shopping bags that are made from 100% recycled film. In addition, the bookstore offers the following products made from recycled materials: notebooks, filler paper, writing pads, all weather writing paper, notes, cards, copier paper, clipboards, folders, art paper, refillable white-board markers, card stock, greeting cards, stainless steel water bottles, Under Armour Catalyst apparel line and diplomas frames. Along with offering a wide variety of merchandise made of recycled materials we also partner with companies who have environmental initiatives. A sample of these companies includes Burt's Bees, Roaring Springs, Recycled Paper Greetings and Alite in the Rain.

Partnering with the EWU Recycling Department, we are able to recycle a large volume of our waste. Blue recycle bins are located near every dorkatoing with easy access to many larger recycle bins. Cardboard, paper, plastic and journal tape is a small sampling of what we recycle from our everyday operations.

COURSE MATERIALS

Rapid change describes the new world of course book delivery with rentals, both in store and online, becoming a desired option by our students. In fall 2010 the bookstore worked with Missouri Book Systems (MBS) to launch our first rental program with 34 titles available to rent and 296 total books actually being rented. The early success of this program led the bookstore to seek out other national partners and in fall 2011, Bookrenter was added as an option. With the addition of Bookrenter and increased emphasis from MBS the Bookstore was able to rent 1,232 books for fall 2011. In store rentals reached their peak in fall 2012 with 3,234 books rented in store with savings of $270,000 to our students.

In addition to changing their name to Rafter, Bookrenter reduced their rental offerings and savings per book for winter 2012. Their management team determined that they had acquired too large of an inventory of used books, which resulted in a reduction of titles offered and savings per book. Their model changed from a used book owner to a facilitator of transactions between bookstores and wholesale distributors. This change reduced savings to our students and led the bookstore to feature more online rentals, which offered increased savings. This new model featured leads from EWU Bookstore to national rental providers and the EWU bookstore serving as a pickup and return site for books rented online through Rafter.

One constant remains, throughout the course materials delivery evolution, that students have more options than ever before. EWU bookstore plans for fall 2014 as described in the Planning for the Future section of this plan. The START WITH US program has as its generic the desire to provide students with more options than ever before with complete pricing transparency. These options will include online and in-store rentals, new and used textbook sales and for the first time, a significant digital option. The EWU Bookstore, while maintaining a robust in-store program, will continue to serve as a gateway to ever increasing online options. The student loyalty program initiated in spring 2014, offering a 10% discount to students purchasing their online required textbook from the EWU Bookstore, will continue for fall 2014.

The bookstore is proud that we have saved EWU student over $1.4 million dollars since rentals were introduced in fall 2010. It will be our goal to continue to save our students money by expanding options through national vendor alliances.

WEBSITE *www.bookstore.ewu.edu*

Since October 2012 when online discounts were implemented, customers have saved $2,170 on merchandise

totaling $11,518. We shipped merchandise and textbooks to 46 of the 50 states in the last fiscal year, as parcels to Canada and additional shipments to France, Great Britain and Germany.

Website sales at the University Bookstore have grown each year since our rudimentary beginnings offering online merchandise in the year 2000.

In our first year of tracking online sales using a basic shopping cart developed by a student employed by the Bookstore (the now iconic for Amazon.com), we sold just over $10,000 in merchandise. This was before we offered textbooks online but it was obvious the EWU community was looking for ways to get Eastern merchandise bookstore coming into the EWU bookstore itself.

By 2009 we were averaging over $40,000 in merchandise sales a year. Then, this football team won the National Championship. That month we did over $40,000 and finished off the year selling over $144,000 in merchandise alone. Since the championship year, we've had two straight years selling over $70,000 in merchandise, comfortably settling in at a 75% increase in sales over pre-championship numbers. Growth of our merchandise sales continues. The last twelve months have seen a total of nearly $83,000 in merchandise sales. The biggest growth area for online sales has been Commencement regalia sales. From February to June this year we sold $14,620 in graduation regalia online on 1,228 items.

Online textbook sales continue to grow despite an erosion in pricing due to widespread embracing of our rental program. For school year 2013/14, we sold $479,907 in used and new textbooks online. The previous year saw $418,059 in textbook sales, 15% growth despite all the factors threatening it. With the new partnerships for textbooks, we can expect these numbers to continue to grow.

Customers were engaged on the website by various discount offerings throughout the year. Among the most popular discounts were a sliding scale based on how many points the EWU Football team put up during home games. Considering how high-scoring our team was this year, the discounts were plentiful and deep, up to 30% off.

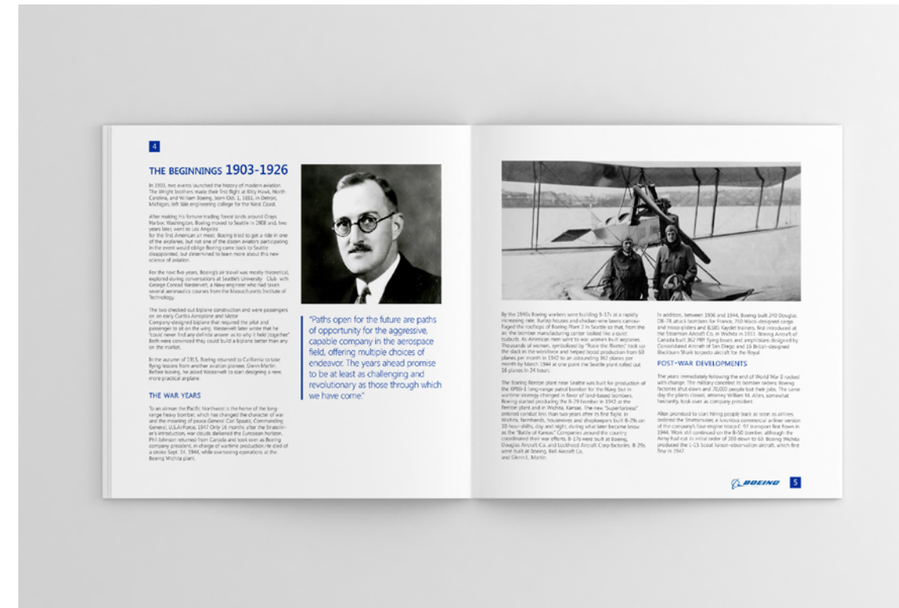
Other ways the bookstore website reaches out to customers includes shipping textbooks free to students taking Spokane classes to compensate for the closing of our Spokane location. We can also collect email addresses of those that opt in and send specific marketing materials to those addresses.

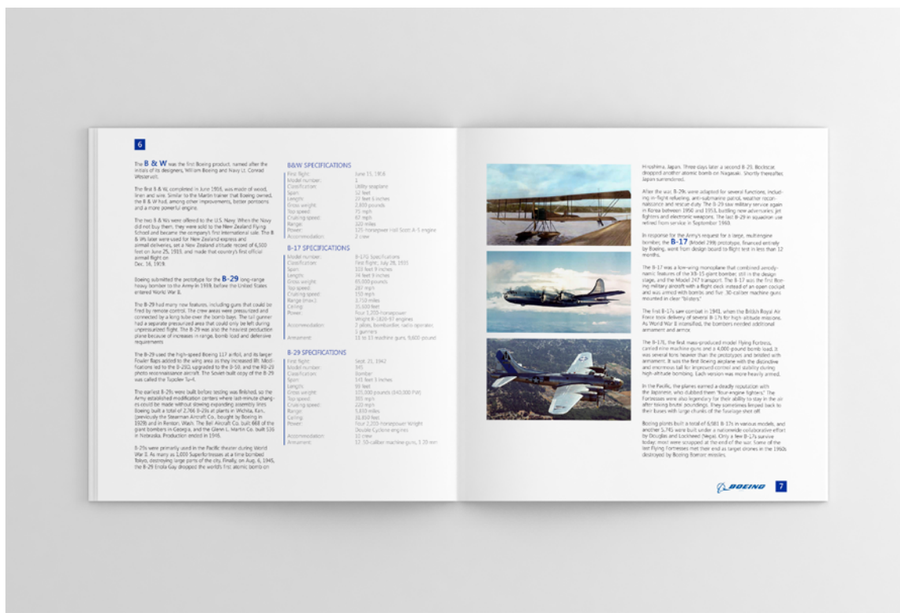
We have been using Facebook and Twitter to point consumers to the website to order new merchandise by featuring students and staff wearing the actual product and a direct link to the website where the item is for sale.

6

Golf Brochure

Boeing Booklet





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Poster Series