



IKAR, a.s.

Bratislava, Slovak Republic



here we
are



content

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basic info

Country specifics:

- small country (5.5 M inhabitants)
- competition of Czech books
- consignment model
- fixed prices in brick stores
- total market volume roughly 100M EUR

market situation

- two dominant bookstores chains
- very limited number of specialized stores
- up to 100 independent bookstores

stock at bookshops

- established bookstores use consignment model
- no financial leverage on bookstores' side
- e-shops still buy books directly

stock curation

- largest chain Panta Rhei (60 stores)
- oriented on mass market
- full range of genres
- initial orders on relevant new releases done centrally
- subsequent orders managed by respective store manager based on sales

stock curation

- initial orders reflect potential marketing campaigns – agreed between publisher and bookseller centrally
- based on store size and position
- automated deliveries
- cooperation with suppliers
- titles related to specific region

stock presentation

- several positions where the titles are presented
- some of them are subject to purchase by the publisher
- displays dedicated to new releases, bestsellers, short-term thematic panels
- presentation by genres – missing common approach within the whole market

staff training

Increasing importance of trained and well oriented staff

- information sharing from publishers
 - newsletters
 - publishing program
 - regular meetings with store managers
 - reading copies

customer service

- affiliate program (club cards, discounts)
- pick-up of online orders
- used books re-buy
- special promo offers with the support of the publishers
- non-books goods on sale (craft, arts, socks...)
- coffeeshops incorporated within bookstore

loyal customers

- in-store event with authors
- focus on local authors within the region
- launch of new titles
- public readings – cooperation with libraries
- special events for schools

covid impact

- despite total books market growth, brick stores hit hardest
- extreme long lockdowns in 2020 and 2021 including the highest season
- complicated and slow government support schemes – financial burden on the stores
- part of customers seem to be lost for good in favour of eshops

