



How to increase customer footfall in bookshops and town centres

Inara Belinkaja Managing
director -Janis Roze
Head of board - Latvian
Booksellers Association



Jānis Roze

anno 1914

Short History

- 1914** – The bookselling and publishing company Janis Roze was founded
- 1940** – The company was denationalized
- 1941** – The founder Janis Roze was exiled to Siberia and died from starvation



Short History

- 1988** – After great effort the name of Janis Roze was given back to the state company
- 1995** – State owned entity merged with reestablished private company
- 2018** – company has 34 entities and online bookstore – www.janisroze.lv



How to be successful today

Our values:

- The Brand and the heritage of the company
- Productivity and technology
- Strong marketing
- Keeping up with time
- Ability to learn, change and evolve
- Loyalty of employers



Jānis Roze

VISMA Horizon

- Horizon Enterprise resource planning
- Accountancy, Stock managing



| | 2008 EUR | 2009 EUR | 2010 EUR | 2011 EUR | 2012 EUR | 2013 EUR | 2014 EUR | 2015 EUR | 2016 EUR | 2017 EUR | 2018 EUR | 2018% | 2017% |
|----------------|-------------------|------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|---------------|---------------|
| jan | 1021545 | 878063 | 778386 | 748957 | 840981 | 883239 | 1070331 | 1078320 | 1075357 | 1112146 | 1198004 | 107,72 | 103,42 |
| feb | 937051 | 704711 | 649000 | 624769 | 678091 | 793679 | 884260 | 906274 | 1017384 | 991572 | 1112426 | 112,19 | 97,46 |
| mar | 946048 | 656167 | 677425 | 671662 | 690439 | 793089 | 869863 | 916018 | 969527 | 964971 | 1086870 | 112,63 | 99,53 |
| 1.cet. | 2904643 | 2238941 | 2104812 | 2045388 | 2209511 | 2471278 | 2824454 | 2900612 | 3062268 | 3068689 | 3397300 | 110,71 | 100,21 |
| apr | 783540 | 580776 | 576989 | 587323 | 608616 | 720268 | 767151 | 859608 | 893243 | 874498 | 65399 | 7,48 | 97,90 |
| mai | 797890 | 616767 | 606791 | 587232 | 627007 | 680686 | 818909 | 929318 | 908604 | 921837 | | | 101,46 |
| jun | 887501 | 631042 | 635442 | 626156 | 747876 | 749754 | 905164 | 961311 | 963167 | 1066997 | | | 110,78 |
| 2. cet. | 2468930 | 1828585 | 1819221 | 1800711 | 1983499 | 2150708 | 2491224 | 2750237 | 2765014 | 2863332 | 65399 | 7,48 | 103,56 |
| 1.PUSG | 5373574 | 4067527 | 3924033 | 3846099 | 4193010 | 4621986 | 5315678 | 5650849 | 5827282 | 5932021 | 3462699 | 58,37 | 101,80 |
| jül | 993089 | 639952 | 632050 | 736198 | 795131 | 965717 | 990531 | 1129470 | 1156356 | 1197751 | | | 103,58 |
| aug | 1411365 | 1042407 | 1132111 | 1170747 | 1267931 | 1233673 | 1439279 | 1465047 | 1595785 | 1680897 | | | 105,33 |
| sept | 1365590 | 993971 | 1018600 | 1090995 | 1245875 | 1176304 | 1368987 | 1363985 | 1445246 | 1547852 | | | 107,10 |
| 3.cet. | 3770044 | 2676331 | 2782760 | 2997941 | 3308937 | 3375694 | 3798797 | 3958502 | 4197387 | 4426500 | 0 | 0 | 105,46 |
| 9 mēnes | 9143618 | 6743857 | 6706793 | 6844040 | 7501946 | 7997679 | 9114475 | 9609351 | 10024669 | 10358521 | 3462699 | 33,43 | 103,33 |
| okt | 1043008 | 692515 | 687833 | 716308 | 792480 | 857457 | 1178384 | 1102960 | 1118488 | 1147474 | | | 102,59 |
| nov | 1052393 | 718012 | 737714 | 836919 | 942913 | 1046592 | 1169028 | 1135001 | 1177585 | 1252633 | | | 106,37 |
| dec | 2095917 | 1448476 | 1491577 | 1719125 | 1876711 | 2206699 | 2256513 | 2495019 | 2508871 | 2624741 | | | 104,62 |
| 4.cet. | 4191318 | 2859003 | 2917123 | 3272352 | 3612104 | 4110748 | 4603925 | 4732980 | 4804944 | 5024848 | 0 | 0 | 104,58 |
| kopā | 13 334 935 | 9 602 861 | 9 623 916 | 10 116 392 | 11 114 050 | 12 108 427 | 13 718 400 | 14 342 331 | 14 829 613 | 15 383 369 | 3 462 699,00 | 22,51 | 103,73 |
| | 2008 EUR | 2009 EUR | 2010 EUR | 2011 EUR | 2012 EUR | 2013 EUR | 2014 EUR | 2015 EUR | 2016 EUR | 2017 EUR | 2018 EUR | 2018% | 2017% |

-28%

6 YEARS

MicroStrategy

- Business intelligence
- Productivity, technology and Know-how



| Datums | V | | | | | | |
|-------------|---------------------|--------------|------------|------------|------------------|------------------|------------------|
| | summa | Esošais gads | gads | Starpība | Āgenskalns | Alfa | Brīvības iela |
| 01.03.2018 | 40 230,12 | 40 230,12 | 29 345,07 | 10 885,05 | 352,37 | 2 551,24 | 849,04 |
| 02.03.2018 | 42 007,58 | 82 237,70 | 72 961,56 | 9 276,14 | 377,73 | 3 603,06 | 1 051,42 |
| 03.03.2018 | 42 655,24 | 124 892,94 | 113 525,19 | 11 367,75 | 446,52 | 4 212,21 | 834,38 |
| 04.03.2018 | 26 990,92 | 151 883,86 | 150 376,25 | 1 507,61 | 402,79 | 3 168,56 | |
| 05.03.2018 | 33 870,18 | 185 754,04 | 176 313,98 | 9 440,06 | 339,05 | 1 983,71 | 1 043,72 |
| 06.03.2018 | 43 170,98 | 228 925,02 | 204 318,14 | 24 606,88 | 409,85 | 2 419,98 | 1 314,48 |
| 07.03.2018 | 40 135,43 | 269 060,45 | 234 083,39 | 34 977,06 | 398,46 | 2 661,18 | 970,13 |
| 08.03.2018 | 45 650,77 | 314 711,22 | 263 029,45 | 51 681,77 | 304,59 | 2 519,62 | 565,65 |
| 09.03.2018 | 42 879,95 | 357 591,17 | 294 691,39 | 62 899,78 | 493,76 | 3 271,63 | 1 055,63 |
| 10.03.2018 | 42 373,57 | 399 964,74 | 332 822,74 | 67 142,00 | 318,20 | 3 957,43 | 671,83 |
| 11.03.2018 | 26 276,92 | 426 241,66 | 371 141,85 | 55 099,81 | 333,15 | 3 349,89 | |
| 12.03.2018 | 33 586,73 | 459 828,39 | 393 886,52 | 65 941,87 | 269,33 | 2 440,80 | 947,40 |
| 13.03.2018 | 34 751,21 | 494 579,60 | 426 808,81 | 67 770,79 | 401,06 | 2 161,04 | 974,75 |
| 14.03.2018 | 31 422,91 | 526 002,51 | 460 906,11 | 65 096,40 | 324,95 | 2 535,70 | 944,90 |
| 15.03.2018 | 35 236,63 | 561 239,14 | 492 339,57 | 68 899,57 | 531,77 | 2 572,55 | 977,77 |
| 16.03.2018 | 35 698,12 | 596 937,27 | 521 984,36 | 74 952,90 | 361,56 | 3 155,22 | 894,43 |
| 17.03.2018 | 34 734,34 | 631 671,61 | 556 465,54 | 75 206,06 | 265,64 | 3 541,04 | 417,94 |
| 18.03.2018 | 24 459,36 | 656 130,97 | 588 954,98 | 67 175,98 | 217,15 | 3 083,96 | |
| 19.03.2018 | 36 244,28 | 692 375,25 | 609 386,30 | 82 988,95 | 265,28 | 1 968,88 | 866,11 |
| 20.03.2018 | 30 410,96 | 722 786,21 | 638 346,03 | 84 440,18 | 434,80 | 1 881,26 | 1 026,89 |
| 21.03.2018 | 31 724,36 | 754 510,57 | 668 822,62 | 85 687,95 | 388,02 | 2 004,38 | 1 263,11 |
| 22.03.2018 | 31 304,79 | 785 815,36 | 696 596,11 | 89 219,25 | 391,25 | 2 544,65 | 920,06 |
| 23.03.2018 | 37 776,48 | 823 591,84 | 724 227,06 | 99 364,78 | 465,47 | 2 591,62 | 1 051,59 |
| 24.03.2018 | 33 080,41 | 856 672,25 | 757 255,16 | 99 417,09 | 357,68 | 3 555,23 | 765,17 |
| 25.03.2018 | 23 935,64 | 880 607,89 | 791 554,47 | 89 053,42 | 215,36 | 2 805,87 | |
| 26.03.2018 | 42 508,17 | 923 116,06 | 812 957,28 | 110 158,78 | 374,89 | 2 103,54 | 780,76 |
| 27.03.2018 | 32 569,01 | 955 685,07 | 842 712,02 | 112 973,05 | 351,32 | 2 312,12 | 1 027,19 |
| 28.03.2018 | 31 801,44 | 987 486,51 | 869 171,46 | 118 315,05 | 333,02 | 2 609,13 | 1 073,91 |
| 29.03.2018 | 34 702,78 | 1 022 189,29 | 895 875,18 | 126 314,11 | 505,44 | 2 718,69 | 1 161,04 |
| 30.03.2018 | 34 899,06 | 1 057 088,35 | 923 988,95 | 133 099,40 | 222,59 | 3 904,88 | |
| 31.03.2018 | 31 221,13 | 1 088 309,48 | 964 971,39 | 123 338,09 | 282,11 | 3 054,51 | 296,01 |
| Kopā | 1 088 309,48 | | | | 11 135,16 | 87 243,58 | 23 745,31 |

Companies turnover and footfall analysis

| year | companies turnover | % | footfall | % |
|---------------------------|--------------------|---------|-----------|---------|
| 2017 | 15 383 369 | ↑ 3,6% | 2 124 257 | ↓ -0,8% |
| 2016 | 14 849 793 | ↑ 3,5% | 2 142 337 | ↑ 2,3% |
| 2015 | 14 342 330 | ↑ 4,5% | 2 093 222 | ↑ 2,1% |
| 2014 | 13 718 399 | | 2 049 778 | |
| Highstreet Bookshop | | | | |
| 2017 | 1 025 624 | ↓ -2,3% | 101 750 | ↓ -2,8% |
| 2016 | 1 049 716 | ↓ -0,3% | 104 648 | ↓ -4,3% |
| 2015 | 1 052 451 | ↓ -4,6% | 109 374 | ↓ -8,9% |
| 2014 | 1 102 623 | | 120 076 | |
| Bookshop in Shopping Mall | | | | |
| 2017 | 2 188 012 | ↑ 2,9% | 208 222 | ↑ 2,2% |
| 2016 | 2 127 306 | ↑ 3,7% | 203 716 | ↑ 3,9% |
| 2015 | 2 050 740 | ↑ 6,5% | 195 987 | ↑ 2,0% |
| 2014 | 1 924 887 | | 192 159 | |

Companies policy is to try to maintain the books predominance in our stores

| | 2017. gads, PEĻŅA PA PREČU GRUPĀM | | | PEĻŅAS proporcija | |
|-------------|-----------------------------------|---------------------|---------------------|-------------------|-------------|
| | Ieņēmumi, EUR | Iepirkuma summa, | Peļņa, EUR | % | |
| GRĀMATAS | 8 028 285,00 | 5 285 535,00 | 2 742 749,00 | 51,89 | 56,4 |
| KALENDĀRI | 725 010,00 | 430 271,00 | 294 739,00 | 68,50 | 5,1 |
| ATKLĀTNES | 365 198,00 | 186 130,00 | 179 068,00 | 96,21 | 2,6 |
| MŪZIKA | 110 078,00 | 78 233,00 | 31 845,00 | 40,71 | 0,8 |
| FILMAS | 11 687,00 | 8 086,00 | 3 601,00 | 44,53 | 0,1 |
| PRESE | 910,00 | 605,00 | 304,00 | 50,28 | 0,0 |
| AUDIO | 310,00 | 217,00 | 94,00 | 43,22 | 0,0 |
| | 9 241 478,00 | 5 989 077,00 | 3 252 400,00 | 54,31 | 64,9 |
| KANCELEJA | 4 117 472,00 | 2 028 720,00 | 2 088 752,00 | 102,96 | 28,9 |
| ROTAĻLIETAS | 690 783,00 | 357 465,00 | 333 318,00 | 93,24 | 4,9 |
| VEIDLAPAS | 99 522,00 | 58 320,00 | 41 202,00 | 70,65 | 0,7 |
| SUVENĪRI | 64 600,00 | 38 532,00 | 26 069,00 | 67,66 | 0,5 |
| VIESĪBU | 15 192,00 | 6 385,00 | 8 807,00 | 137,94 | 0,1 |
| | 4 987 569,00 | 2 489 422,00 | 2 498 148,00 | 100,35 | |
| | | | | | 35,1 |
| KOPĀ | 14 229 047,00 | 8 478 499,00 | 5 750 548,00 | 67,83 | 100 |

Marketing department

- Monthly newsletter (#170)

Ziņnesis Jānis Roze

Janvāris
2018

Intervija ar dabas pētnieku Gunti Eniņu

Ciemojamies pie Vilpsōna

Pērc plānotāju un sareņģ dāvanu

Jaunas gaida spēles un burvju triki



Ko lasījām 2017. gadā?

167

Ziņnesis Jānis Roze

Aprīlis
2018

Ciemojamies pie Māra Martinsona

"Jāņa Rozes apgāda" grāmatām -25% un dāvanā Pergalē šokolāde

Latvijas Literatūras gada balvas nominanti

Aprīlī Pircēja kartē 50% atlaide!



Saruna ar zviedru rakstniecei Martinu Hāģi

170

Ziņnesis Jānis Roze

Oktobris
2017

Intervija ar Aivāru Strangu un Inesi Feldmani

No jauna izdota Jāņa Baltvilka un Edgara Folka grāmata **BRĀLIS OZOLS, MĀSA LIEPA**

Turpinām lutināt lojālos pircējus

Cenu lapkritis – akcijas grāmatas tikai € 1, € 2 un € 3



Jauna rubrika – Grāmatplauktu stāsti. Ciemojamies pie Ināras Beļinkajas

164

Window displays



. Distribution of various samples

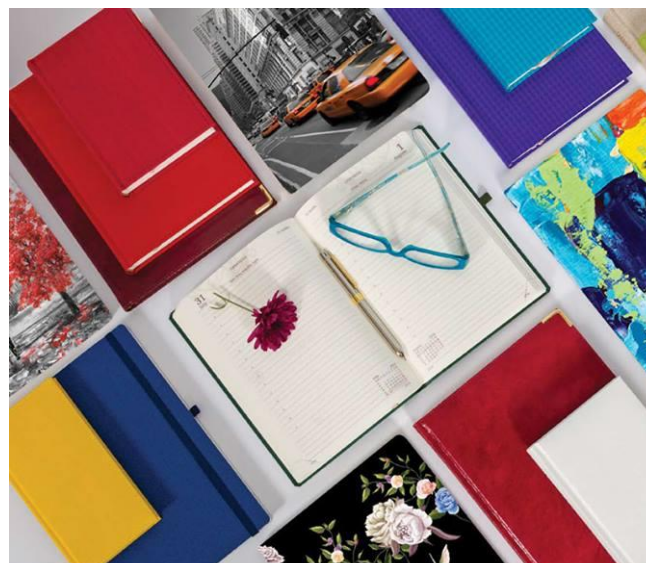
JĀNA ROZES APĢĀDS
grāmatām 25% atlaide!

Nopērc labu grāmatu, saņem saldu dāvanu!



Pērc "Jāņa Rozes apgāda" grāmatu vismaz € 3 vērtībā un saņem dāvanā gardo **PERGALE** šokolādi!

Akcija spēkā: 3. – 30. aprīlis. Dāvanu skaits ir ierobežots.



Jānis Roze
PLĀNOTĀJS + DĀVANA

Pērkot jebkuru JĀNIS ROZE 2018. gada plānotāju, dāvanā saņem UNIMAX pildspalvu TRY ME

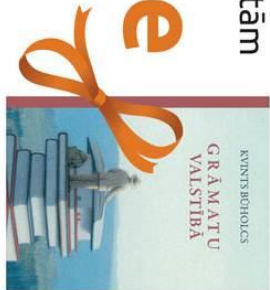


2. – 31. janvāris

JĀNA ROZES APĢĀDS akcijas grāmatām

50% atlaide

Pērc Jāņa Rozes apgāda grāmatas vismaz € 20 vērtībā un saņem **DĀVANU**
1. – 30. novembris



Months of Scandinavia, Italy, France..



Iegādājoties Skandināvijas mēneša piedāvājumus vismaz € 15 vērtībā, DĀVANĀ kafija vai iepirkumu soma

Sadarbībā ar  - kafiju no Somijas
3. – 31. jūlijs



Placement of advertising posters in shops



Some of useful promotional activities:

- .The Advent Calendar at our website.



Loyalty cards

ĪPAŠIE
PIEDĀVĀJUMI
PIRCĒJA KARTES
ĪPAŠNIEKIEM!



Skolas precēm
-20%



Piedāvājums spēkā, uzrādot Pircēja karti, no 1. līdz 31. augustam visās grāmatnīcās JĀNIS ROZE.

SAŅĒM ATLAIDES ARĪ PIE MŪSU SADARBĪBAS PARTNERIEM



-20%

metropole



-15%

Altus Lingua



-10%

JAUNĀ RAKURSI

tear du monde

-5%

Vairāk informācijas meklē www.jr.lv

ĪPAŠIE
PIEDĀVĀJUMI
PIRCĒJA KARTES
ĪPAŠNIEKIEM!



Modelējama masa True Dough,
dažādas krāsas, 80 g



-30%

€ 1,95 € 2,79



Grāmata
€ 14,89 € 19,85



Grāmata
€ 8,96 € 11,95



Grāmata
€ 11,00 € 14,95

Piedāvājums spēkā, uzrādot Pircēja karti, no 1. līdz 30. novembrim visās grāmatnīcās JĀNIS ROZE.

SAŅĒM ATLAIDES ARĪ PIE MŪSU SADARBĪBAS PARTNERIEM



-20%

metropole



-15%

Altus Lingua



-10%

JAUNĀ RAKURSI

tear du monde

-5%

Vairāk informācijas meklē www.jr.lv

ĪPAŠIE
PIEDĀVĀJUMI
PIRCĒJA KARTES
ĪPAŠNIEKIEM!



Visām izdevniecības
TASCHEN grāmatām

-30%

tree houses



Elastīga figūra SQUISHY,
dažādi veidi,
€ 1,39 € 1,99

-30%



-25%

Romāns
€ 10,09 € 13,45



-25%

Grāmata bērniem
€ 7,39 € 9,85



-30%

Zīmju COLORS 3.0,
24 krāsas
€ 3,54 € 5,05

-30%

Zīmju ELIOS,
12 krāsas
€ 1,47 € 2,10

Piedāvājums spēkā, uzrādot Pircēja karti, no 1. līdz 31. janvārim visās grāmatnīcās JĀNIS ROZE.

SAŅĒM ATLAIDES ARĪ PIE MŪSU SADARBĪBAS PARTNERIEM



-20%

metropole



-15%

Altus Lingua



-10%

JAUNĀ RAKURSI

tear du monde

-5%

Vairāk informācijas meklē www.jr.lv

23 of April – the World book day

- Used book giveaway
- Special occasions – street festival, Book day, etc.
- Old stock of used books, customers are encouraged to bring their old books to give away
- Give = Get. Everyone happy!



Participating different local fairs and events

- Riga and Latvian bookfairs
- Latvian Toy fair
- Latvian Photo fair
- Unicorn (graphic novels & characters)



Blind Date with a Book

- ~80 books sold since January
- Up to 10eur in price
- Advertisement in company newsletter
- Favorite books to wrap – Moomin books by Tove Jansson and Adam and Eve`s Diary by Mark Twen



European union prize for literature 2017 Osvalds Zebris Latvia



Companies social life is very important for better results and success

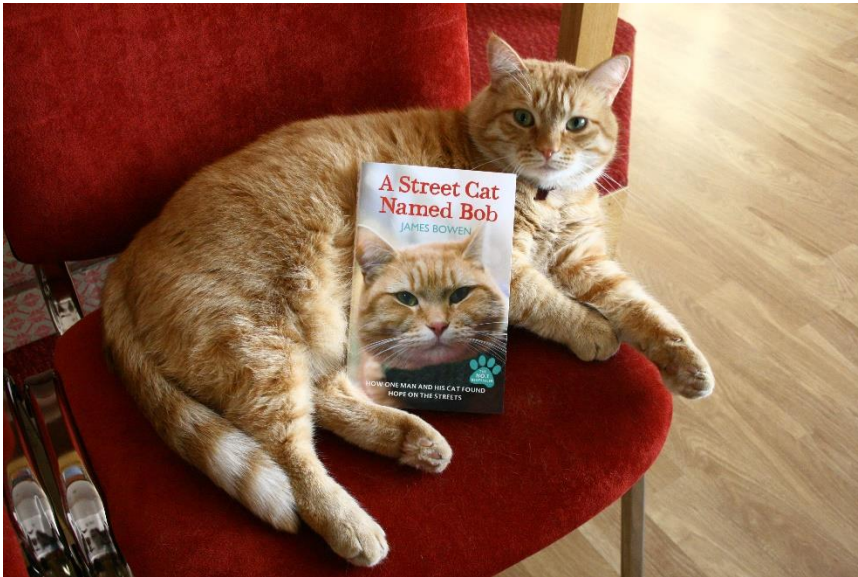


Every year starts with Thematic party, Like Mafia or Venice Carnival



LEO

To make calm atmosphere at the office
- there is a cat LEO, he is also our marketing tool and famous blogger.



LEO



Thank You!

