



Retail Solutions

Baker & Taylor is more than a full-service distributor of books, movies and music. With nearly 200 years of industry experience, we are a dedicated supporter of independent bookstores. Like you, we are passionate about what we do, and we are proud to be the partner of choice for indie booksellers nationwide.

- ◆ **Competitive Pricing** ◆ **Title Depth & Breadth** ◆
- ◆ **Quick Delivery** ◆ **Customized Solutions** ◆

Baker & Taylor offers competitive terms, and our comprehensive inventory ranges from new releases to deep backlist titles. We stock products from more than 40,000 suppliers across multiple product lines. Our four state-of-the-art service centers located across the country guarantee speed and accuracy in every shipment. Our extensive suite of services helps retailers to effectively compete with online and big-box rivals and provides our customers the convenience of digital, print and multimedia product from one trusted source.

For more information on these and other retail solutions, please contact us at 800-775-1800 or visit us online at www.baker-taylor.com.

Your goals. Our mission.



Retail Solutions

eCommerce

- ◆ No-cost, no-risk hosted ecommerce solution with full consumer direct fulfillment and customer support
- ◆ Access to more than 1 million book, ebook and multimedia titles without inventory commitment
- ◆ Competitive online pricing with strong net margins eliminates inventory carrying costs and operating expenses

Marketing Support

- ◆ Online marketing portal — at no charge — with customizable print and emarketing templates
- ◆ Exclusive book and multimedia cross-merchandising support
- ◆ Publisher promotions and consumer offers to drive online and physical store sales

Category Management

- ◆ No-cost, objective analysis of key data points
- ◆ Improve category performance to increase profitability
- ◆ Access to industry sales trends for benchmarking and informed decision-making

Blio ebooks now available!



eCommerce

Technology continues to change the retail environment, making ecommerce key to consumer centric solutions. Today, nearly 44% of all U.S. consumers shop online and of those, 83% are shopping online at least once a week.

In 2010, Internet sales accounted for a 50% share of all books sold.

Recapture lost market share and build customer loyalty with Baker & Taylor's no-cost, no-risk ecommerce platform.

Why Customers Shop Online	What Baker & Taylor eCommerce Offers You and Your Customers
Price	<ul style="list-style-type: none"> ■ Competitive online pricing with strong net margins eliminates inventory carrying costs and operating expenses ■ Savings are passed on to your customers, driving your sales and increasing your profitability
Convenience	<ul style="list-style-type: none"> ■ Available 24/7 ■ Quick delivery ■ Return to store option
Selection	<ul style="list-style-type: none"> ■ Access to more than 1 million book, ebook and multimedia titles without inventory commitment

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eCommerce Solutions

Baker & Taylor offers several best-in-class ecommerce solutions to support your retail needs and enhance your customers' shopping experience.

The Retailer Place

- ◆ Customizable no-cost, no-risk ecommerce platform to expand reach and product offerings
- ◆ Improve your bottom line by saving on inventory carrying costs and operating expenses

Consumer Direct Fulfillment

- ◆ State-of-the-art one-box solution for website fulfillment of multiple product lines
- ◆ Full operational support includes inventory management, order processing and customer service

CustomReach

- ◆ Online marketing portal — at no charge — with customizable print and emarketing templates
- ◆ Instantly reach your customers with targeted marketing campaigns
- ◆ Full marketing and sales support provided by your dedicated account manager

Content Café 2

- ◆ Access to comprehensive and accurate industry data
- ◆ Contains 6.5 million detailed product records including jacket images, reviews, excerpts and more

Full
marketing
support!



Marketing

Marketing and merchandising play a vital role in your store's success. Finding the time and resources to keep abreast of current trends and opportunities can be challenging. Baker & Taylor provides free marketing and merchandising solutions to help retailers extend and strengthen customer reach and loyalty.

KEY FEATURES AND BENEFITS

- ◆ Direct consumers to your store ◆
 - ◆ Consumer friendly offers ◆
 - ◆ Planning support ◆
- ◆ Integrated physical and online retail support ◆
 - ◆ Marketing database management ◆
 - ◆ No-cost and customizable ◆

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Marketing Solutions

CustomReach

- ◆ Online marketing portal — at no charge — with customizable print and emarketing templates
- ◆ Professional communication pieces tailored to your target audiences
- ◆ Point-of-purchase promotional templates for posters, shelf talkers, fliers and more
- ◆ Email marketing capability with email database storage and management support

Merchandising

- ◆ Exclusive book and multimedia cross-merchandising support
- ◆ Special indie genre program, such as NPR, BBC, PBS, graphic novels and more
- ◆ Industry and supplier information on upcoming releases

Promotional Offers

- ◆ Consumer purchase incentives
- ◆ Publisher pass-through coupons, rebates and offers

No cost
data
analysis!



Category Management

Baker & Taylor supports your goals to optimize sales, title selection, inventory turn and gross margin return on inventory investment. Our category management solutions offer an objective analysis of your bookstore's key data points for evaluation of category performance, so you can increase your profitability.

KEY FEATURES AND BENEFITS

- ◆ *Customized for your store* ◆
- ◆ *Merchandise with confidence* ◆
 - ◆ *Control your results* ◆
 - ◆ *Increase your sales* ◆
 - ◆ *Improve inventory turn* ◆
 - ◆ *POS system support* ◆

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Category Management Solutions

Forecasting Service

- ◆ No-cost inventory planning service based on POS sales history and industry data
- ◆ Reduce inventory expense and improve profit
- ◆ User-friendly reports provided in Excel format and easily converted into purchase orders

Strategic Sourcing

- ◆ Analysis of your inventory for active stocking decisions
- ◆ Real-time visibility into Baker & Taylor's in-stock position
- ◆ Detailed reports to better manage publisher relationships and co-op advertising
- ◆ Access to industry sales trends for benchmarking and informed decision-making