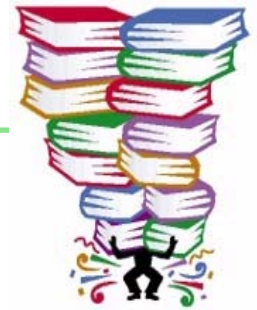




FIGTREE
CONSULTING, INC.

The Book People, USA



This past year, **The Book People**, a successful business in England, began operation in the United States.

The business concept is to hand-carry a selection of book samples to local businesses; to allow employees to peruse the books and make their selections; and to have their order filled when the “Book Person” returns a week later.

The Book People USA

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Territory Management List Management Reporting Distributor Lounge Marketing Materials

Welcome To The Book People USA

Who We Are

Welcome to The Book People USA, one of the industry leaders in display sales. Our mission is to bring best selling, topical books direct to the consumer, in the most convenient and economical manner. Each book is discounted to give the consumer the best product at the best prices.

Our formula for success is based on 15 year's experience in the UK where The Book People has quickly become the largest seller of books through direct sales. Over 140 sales distributors call on businesses, preschools, schools, day cares, and other gathering points to offer quality books at popular prices.

How We Do It

Every 7-8 weeks a sale distributor will bring approximately 14 titles into your office. We will leave the books, with an easy to use order form and price sheet, for you to examine at your leisure, **WITH NO OBLIGATION TO BUY!** The books are our responsibility from the time we deliver them to your office until we pick them up one week later.

To purchase a book, just write your name on the order form, indicate which title or titles you would like to buy, and put a check, money order or cash in the envelope.

In one week's time, your Book People USA sales distributor will come by and fulfill any orders on the spot. It is that easy! Great books, fantastic values, and no shipping or handling fees!

If no books are purchased, we will simply collect the display copies, as you are under no obligation.

As a thank you for displaying the books, The Book People USA will offer 1 FREE BOOK for every 10 purchased (up to 10% of the order).

Please sign in below.
Username:
Password:

For security reasons, please close your browser when you have finished using the site.

Although many of the concepts of the Book People U.K. model were retained, U.S. management of this subsidiary of Scholastic, Inc., needed a bit of a sea change to update the model for the U.S. market. They had several goals. They wanted to provide more tools for the Book People franchisees (“the Book People”) to find the most profitable potential customers, they wanted to build customized book lists to be attractive to different demographics and they needed to make the process as simple as possible.

U.S. Management also wanted a high degree of control of the information generated by the franchisee “Book People”. This information was to include reporting that would compare franchisee performance, track inventory requirements, track payment status and allow managers to administer all aspects of the business remotely.

The Book People asked Figtree to meet these challenges as well as one additional challenge: build the system as quickly as possible so that the fledgling business could begin operations immediately.

The system was built in modules. The first modules were developed and put in place within weeks to allow the Book People to begin operation. New modules were developed, tested and put on line as they were ready. The entire system was built within a matter of months.

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For information on designing a Custom Software system for your company, contact Figtree.



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The Book People, USA System Flow

System Flow

- ◆ Descriptive information about the books is passed from other systems to the Book People Management system where it is made available as part of Book Lists that can be selected by management for use by Book People.
- ◆ Franchisees can access business demographic information about tens of thousands of businesses in their territory to look for the profile of businesses that will be most profitable.
- ◆ Order forms are dynamically generated from the web site based on the titles selected and pricing information kept in the system. Marketing materials for each of the titles can also be printed from the web site.
- ◆ Selected prospect information is downloaded to the Book People PDA's and used to track the success of sales visits.
- ◆ This information is then passed back to the web system for use in reporting and refining business intelligence as well as to generate the order pick up lists.
- ◆ Pickup lists are built for the dates that orders will be ready (typically one week after the samples are dropped.)

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The system that Figtree developed is used by and supports the Book People themselves as well as Book People regional and national administrators. It is a seamless web and PDA application.

- ◆ The PDA is then used for point-of-sale order taking. It calculates order totals by individual and by business location.
- ◆ The Book Person uses the PDA order as a pick list to immediately fulfill these orders from the inventory in his van.
- ◆ Sales information for each drop is then passed back to the web application where it is available for commission calculation, sales analysis, and inventory management.

Get more information at
www.figtree.com