

Uncle joe's bookstore

Literature, Russian Literature



Letter to Uncle Joes My dear Uncle Joes, since your demise, I have really missed your soothing company. I thank you so much for allowing me to fulfill your dream of providing knowledge to the community. I assure you Uncle that I will do what is right with respect to its destiny. I have seen 20 volumes in the back of the store and I will share them with the world. However, Uncle; I wish to inform that the Internet has really changed the face of retailing, from household items to office items, and it has hit hard especially on the booksellers. The numerous selection, e-books, and lower prices are proving to be as strong as the globe's mightiest river. The medium-sized chain, such as Border and Waldenbooks are now memories. Lederman notes that even the giant Barnes & Noble Booksellers is struggling, although it has its own vast online division. Uncle it is a very sad state here, the independent bookstores are closing down. However, something encouraging is that the overall number of the independent bookstores has increased from 1651 in 2009 to about 2000 in 2013. It is not only the Internet that is killing the book industry Uncle, the big discount stores purchase the books in bulk and sell them at lower consumer prices than any independent bookseller could ever hope for. As the technology moves forward, it has resulted in countless demise of small bookstore retailers.

Therefore, I will ensure that colleges here in the Savannah benefit maximally from the store. As for the original works Edgar Allen Poe, I will put them in the e-platform because currently almost everyone has an Internet enabled phone or has access to the internet. I will indicate that this is the first time the letters he wrote are being released. Since the Internet is accessed by a wider consumer base, I guess most people will know about the bookstore

that it is the one that first released Edgar Poe's letters. I will make sure I wear gloves before reading them. As for your old photographs that you took while you were stationed in England, I will display them at the bookstore in the history section for the readers to see the role you played in maintaining global peace. The pictures will also be of great significance for people who are interested in world history.

I will make sure that the bookstore is a home for the students. I will make sure that I have good stock. As cited by McMurtry, more people will come if a bookstore has more books. Besides that, certain people do not like too much the order in the bookstore because they want to feel like they are finding something. For example, you can have 10,000 books neatly arranged on the shelf, and each time people walk in, they want to look for books stacked up on the floor. Therefore, I will ensure that for me to sell something, I will jumble it up and hurl it on the floor.

I will also come up with a marketing plan that will assist me promote the business in addition to being part of the shop local movement. If the kids stop by the store on their way home, I will make sure I have a free bucket of kids' books which I will give them. I will also give them free gum, so that they start coming every day and start bringing their friends. By this, I will promote a reading culture in the community from a very tender age. The self-help books I will put them in the free basket so that I do not waste the shelf space.

To properly counter this issue of people preferring to purchase books via the internet, I will start offering Kobo, an e-reader that permits customers to purchase e-books from the independent bookstores. This will commit people

to shop locally. I will also provide a loyalty program giving \$10 for every \$99 spent. I make sure what you started is a success. I really miss you Uncle Joe, bye.

Works Cited

Lederman, Deane. Area Bookstores more than surviving in Internet era thanks to personal service

. Web. September 15, 2013. Accessed March 8, 2015.

McMurtry, Larry. How to Run a Bookstore. . September 11, 2011. Accessed March 8, 2015.