

C B A News A

CHRISTIAN BOOKSELLING ASSOCIATION OF AUSTRALIA INC.

APRIL 2008

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IMPORTANT NOTICE TO ALL MEMBERS

After many years of providing the CBAA product list on CD Rom to our members, CBAA would like to advise everyone that the June edition will be the last edition of this product. The product list will be available from here after through the CBAA website. For those trialing the free demo of this new and exciting service, we advise that the free access will be switched off from the 1st August, 2008. After your subscription fee is paid, you will be given an access code from the CBAA office. The subscription fee for the website will be \$198.00, the same as for the CD Rom.

At the trade show in Canberra in 2007, we introduced the website to our members. The website has been designed to enable us to look up product for our customers and let them know if it's in stock with the supplier. It will provide a complete database of product from our wholesaler members. The benefits of the product list on line will mean that we can give our customers the best customer service. All your ordering can be done through the website and it will save money because you will not have to ring the suppliers to see if the product is in stock—quantity guidelines are given online. Stores that have been using the on line product list have found this to be a great tool for them.

David Scouler from Christian Bookworld has had his stores using this system for some time now and he believes that there are many benefits. Just some of them are:

- ◆ Up to date stock levels from suppliers;
- ◆ When a customer is asking about a product, you will have a list of over 50,000 (approx) titles that are available, it will give comparison pricing, if there are more than one supplier and availability. It will be a database you can show the customer without advertising the competition. Instead of having to return later to order, you can place the product straight away in the order basket so it will not be forgotten, it will not need to be faxed later, but just ordered on the spot. At a later date, you can confirm the shopping basket when you are sure you have all the products you need to order;
- ◆ By seeing the quantity on hand, in general this will save contacting the supplier each time to confirm if they have the product in stock;
- ◆ Saves time filling out order sheets. You just add to the product to the shopping basket, and when you are ready to send on order, you click the button and it is sent to the wholesaler;
- ◆ You can print out the order after it's been sent;
- ◆ Pictures available on some items (more are continually being added)
- ◆ Imagine playing the latest music CD before you actually have it in stock!

The list of benefits goes on....

At the 2008 Trade show in Canberra, CBAA will have a booth where you can learn how to use the website and if you are game, you can even place an order there! CBAA will also be available to assist you with how to get started if you are having trouble.

As a Council we are really looking forward to this new direction for our product list. We believe that before long, you will see the benefits of it as you provide the latest information about stock to your customers.

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