

A photograph of three students in a library. A woman in the foreground is looking down at a book. Behind her, a man is also looking at a book. To the right, another man is standing near a bookshelf, looking at a book. The background is filled with bookshelves.

**4 WAYS  
CAMPUS STORES  
COMPETE WITH  
AMAZON, AND WIN**



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# 4 WAYS CAMPUS STORES COMPETE WITH AMAZON, AND WIN

The way students shop today is vastly different than it was 10, or even five, years ago. Today's consumer is looking for quick, easy and convenient ways to purchase, and they have plenty of options to choose from—used books on Amazon, branded merchandise from Football Fanatics—all ordered from a phone and delivered the next day. So, what does that mean for campus stores? What are you doing to not only stay relevant, but differentiate yourselves, in today's ever changing, ever competitive landscape? To stay relevant, institutions must transform themselves with connected systems that enable delivery of exceptional customer experiences. Read this white paper as we explore 4 ways to differentiate your campus store.

It is no surprise that every campus bookstore faces a formidable competitor in Amazon. Amazon has wiped out brick and mortar retailers across the country through a devastating combination of huge selection, low prices and fast delivery. There are several strategies, however, that campus bookstores can wield to compete and win against Amazon. Using a combination of targeted niche marketing, price matching or price guarantees, online ordering with immediate pickup or delivery strategies and unique payment methods, campus bookstores can negate Amazon's perceived advantages.

Let's face the obvious, campus bookstores cannot and should not try to compete with Amazon with an overly broad inventory. Campus bookstores' primary leverage is location, location, location. Every square foot of that location must be optimized to deliver a compelling experience and deliver a profit. Fortunately, the target audience and compulsory products for the campus bookstore are well defined. Having the right selection of new, used, rental, and digital books will drive students to the website and physical store. To take store performance to the next level and not get "Amazoned" requires a thorough understanding of the customer and product mix beyond the essential. Rather than Amazon's massive inventory, what additional products should be stocked, displayed, and delivered to maximize profit per square foot? The answer might be trade books, logo apparel, candy...

Through pre-rush marketing, students know that the campus bookstore has the proper assortment of new, used, rental and digital textbooks. The disconnect usually happens when students assume that the campus bookstore prices are significantly higher than Amazon's.

Offering a price guarantee or price matching on qualified textbooks can eliminate this misconception.

Also, presenting competing prices from alternate channels on your website can assure students that they can confidently purchase from the campus bookstore website and expect competitive pricing.

Once the price perception barrier is breached, the next hurdle to overcome Amazon with today's campus customer is ease of ordering and fulfillment. Students, professors and staff expect an "Amazon-like" experience. No one wants to stand in long rush lines at the campus store. From their cell phone, students expect to review a list of their courses, select the appropriate text book for each course (whether it is new, used, rental, or digital), and select the fulfillment method. This is the advantage for the campus bookstore. Buy Online Pickup In Store (BOPIS) is not currently available from Amazon.

BOPIS provides the instant gratification expected by today's consumer.

Students at a well-known university pick up their BOPIS orders within seconds of entering the store using their own cell phones to finalize receipt.

An additional strategy to defeat Amazon at the campus bookstore is to offer campus specific payment methods. Bursar, scholarship and campus card billing can help make the campus bookstore and website the only option for purchasing textbooks and other merchandise.

To compete with a world class competitor like Amazon, campus bookstores need a world class partner.

## The NetSuite Campus Store Edition is a world class omnichannel cloud retail management system for Campus Bookstores.

With thousands of customers in the retail industry, NetSuite has deep experience working with companies like yours. NetSuite has taken this industry expertise and adapted it to meet the unique business challenges of the campus bookstore. An exhaustive list of campus bookstore required features and enhancements have been integrated into the Campus Store Edition. Combine these features and this industry expertise with the leading practices developed by our dedicated campus bookstore professional services team, we help our customers transform their businesses to develop competitive advantage in the marketplace, and to compete and win against Amazon.

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