

Rush Review - Jan & Feb 2014



Barnes & Noble College is committed to bringing you an unmatched retail and digital learning experience.

Below are the results we achieved together during the Jan & Feb 2014 rush period.

Store:

8014 Kern CCD Bakersfield

	2014
Rental Availability	55.7%
Rental Penetration Rate	49.9%
Digital Availability	36.7%
Digital Penetration Rate	3.5%
Adoptions %	100.0%

	2013		2014		% Change	
	\$	Units	\$	Units	\$	Units
Sales (in-store & online)						
New Textbooks	\$1,054,304	20,260	\$1,126,197	20,754	7%	2%
Used Textbooks	230,069	4,048	249,004	5,595	8%	38%
New Textbook Rentals	104,596	3,111	93,415	1,844	-11%	-41%
Used Textbook Rentals	58,242	1,604	115,819	3,498	99%	118%
Digital Textbooks	7,300	169	6,979	161	-4%	-5%
Total Textbooks	\$1,454,510	29,192	\$1,591,414	31,852	9%	9%
\$ Students Saved	\$251,040		\$289,305			
% Students Saved	14.7%		15.4%			
Trade Books	2,938		7,495		155%	
General Merchandise	83,862		100,395		20%	
Convenience	12,269		15,772		29%	
Total Sales	\$1,541,530		\$1,700,040		10%	
Online Sales (included in above figures)						
Textbooks	\$196,802		\$264,377		34%	
General Merchandise	884		2,149		143%	
Online Sales	\$197,686		\$266,526		35%	

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Start Date:

End Date:

Click Here

Click Here

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Textbook Unit Sales Mix

