



CoLibri System S.p.A.

MARKET ANALYSIS

GENERAL INFO

- Population
- Average monthly net income

BOOK COVERING

- Is it mandatory to cover textbooks?
- Estimated % of books covered in each school cycle (indicate age group as well):
 - Primary: x%
 - Lower secondary: %
 - Upper secondary: %

(ie: in Italy close to 100% of textbooks are covered in primary school, about 50% in lower secondary and 10% in upper secondary)

- Textbooks: are textbooks purchased by the parents, are they supplied for free by the State, does the State provide vouchers to purchase textbooks (etc)?
- If sold, where do parents/students go to purchase textbooks: (stationery stores, bookstores, supermarkets...)
- Textbooks average price
- Who covers the books (parents, students, school, service in store)
- Habits: how do people cover books (ie: roll&tape, self adhesive roll, pre-cut covers, etc...)
- Is a book-covering service already provided in the market? If so, where? (ie: stationery stores, supermarket, etc)

BOOK JOURNEY

From publisher to end user, map the “journey” of textbooks and find stops where books can be intercepted by offering CoLibri as a solution. Below is an example from the Italian market

PUBLISHER → BOOK DISTRIBUTOR → STATIONERY&BOOK STORE (that receive books from book distributors, and stationery items from STATIONERY DISTRIBUTORS) → FINAL CUSTOMER

In this first instance, CoLibri found in Stationery distributors the most effective point of interception and, through them, has been offering the book covering system to nearly 9,000 stationery&book stores



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PUBLISHER → BOOK DISTRIBUTOR → LARGE SCALE RETAIL TRADE → FINAL CUSTOMER

After years working with traditional trade only, CoLibri has recently approached large scale Retail trade, and realized the best point of interception was the Book distributor. In this instance book distributors cover textbooks themselves, and then provide the covered books to the Retail trade.

MARKET SIZE and DISTRIBUTION CHANNELS

School: for each school cycle (primary, secondary, university) identify the following

- number of schools
- number of students
- average number of books per student
- Estimated total number of textbooks (and workbooks)

Library:

- number of libraries
- number of books
- number of new books purchased and covered every year

Retail:

- number of bookstores
- number of stationery shops

COMPETITIVE LANDSCAPE

Brand/Company, product description and price for the following:

- Book covering system:
- Pre-cut covers:
- Rolls:
- Self adhesive rolls:
- Other products or systems to cover books:



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COMPANY INFO

Please provide some key information about your company

ABOUT YOU

Company history, description, number of employees, turnover, etc

PRODUCT PORTFOLIO:

Products you distribute, and customers you distribute these products to

PRESENCE and NETWORK

Distributor network and presence in Schools/Universities, Libraries, Stationery shops, Bookstores, Retail chains and other relevant markets:

- % of existing customers in each market segment
- sales network and structure (employed sales reps, independent sales agents, distributor... etc. Specify number of people operating in the market)

MARKETING AND COMMUNICATION

What marketing actions and tools are usually implemented on your current product portfolio, and what kind you think you would implement for CoLibri products?