

# **Beijing Star Kids Children's Bookstore Book Fair Proposal**

## **Objective**

Our company, Beijing Star Kids Children's Bookstore, would like to set up a book fair at your esteemed international school with books for sale to your teachers, parents and students. This proposal is prepared for the purpose of soliciting international school's interest and providing relevant information pertaining to the book fair.

## **Background**

Established in 2006, the Beijing Star Kids Children's Bookstore is a privately owned children's bookstore that specialize in the supply of children's books published in Australia, UK and US.

With two stores in Beijing, the Beijing Star Kids Children's Bookstore is an active book fair vendor among international schools across 15 cities in China. We have organized book fairs in Beijing, Tianjin, Qingdao, Shanghai, Suzhou, Wuxi, Changzhou, Nanjing, Hangzhou, Ningbo, Chongqing, Xi'an, Kunming, Guangzhou and Dongguan.

We have been a reliable school text and library books and school resource supplier to several international schools in China, providing on time and cost effective solutions within budget limits.

## **Type of books**

Depending on the number of students and age groups, we bring children's books suitable for new born to young adult. Types of books include board books, picture books, early chapters, chapter books, novels, practice or workbooks, parenting, dictionaries, teacher resource materials and audio books.

Both hardcovers and paperbacks will be made available. We have latest bestsellers and classics, fiction and non-fiction titles, series and individual titles plus renowned authors for selection. Given sufficient time to order and freight into China, we are able to organize books with specific themes running in conjunction with school's literacy theme and author studies.

On the average we will bring 500 – 2000 titles for a single book fair but the final selection will depend on the actual size of the book fair. Selection will be bigger for school that uses us as sole vendor.

## **Prices**

Our prices are reasonable and affordable, average from RMB 30-60 for paperbacks to RMB 90-150 for hardcovers. Unlike most book clubs in China, we do not charge freight on the price of the books sold at the book fair.

## **Task of work by Beijing Star Kids Children's Bookstore when organizing a book fair**

### **Before the book fair**

1. We would communicate with the staff in-charged of the book fair to set up dates for the book fair in advance. Timing usually ranges from a few weeks to a few months ahead of the actual date. We are usually booked 3-6 months ahead of the actual book fair.
2. We usually suggest to school to have the book fair during the Book Week or Literacy Week or when the school has a parent-teacher meeting. This is to support the school's effort in promoting reading and getting parents involved in selecting a good book with their children.
3. We will pack books into cartons and organize transportation from our bookstore to the school.
4. Books will arrive two to three days before the book fair, depending on the weather and road condition.
5. For book fairs outside Beijing, our staff will arrive in town one to two days prior to the actual date of the book fair.

6. Our staff will arrive at the school 1 day before the book fair to display the books by age groups.
7. Time required to display will depend on the size of the fair, actual number of tables provided and the age groups catered to. We will take between one to two hours for smaller book fairs and three to four hours for bigger book fairs.
8. Books will be individually price tagged.
9. We also provide electronic book fair poster for the school to print out for display or email to the respective parties for publicity purposes.

### **During the book fair**

1. During the actual event, we will have staff to men the book fair through out the book fair duration.
2. Staffs are English-speaking to assist students in their enquiries and trained to make recommendations when required.
3. We provide cashierring service and have sufficient float money through out the book fair.
4. Receipts and/or fapiao will be issued as and when needed.
5. We will bring sufficient books and titles to last through the whole book fair. We have a “no port hole” policy such that tables will always be filled with sufficient books and titles.
6. At the end of each day, our staff will provide housekeeping service to make sure the book fair is ready for the next day.
7. Book fair operating hour is usually from 9am to 4pm. We can open the book fair earlier or close the book fair later due to extra-curriculum activities or any other evening events, as requested by the school.
8. Before the book fair is ready for sale, we would invite teachers or staff in-charged to preview through our selection. Titles found sensitive or not suitable will be removed without any questions.

### **End of book fair and beyond**

1. At the end of the book fair, our staff will coordinate with the staff in-charged on the closing time.
2. At the actual closing time, we will secure the staff in-charge for permission to close the book fair before making the announcement. Last minute extension is possible upon early request.
3. Our staff will pack all unsold books back into cartons and make our arrangement to transport the books back to our bookstore or the next book fair location.
4. The school bears no cost to all unsold books.
5. We will follow up with respective teacher, parent or student by email with their orders and will send the books to a designated location as specified in the order.
6. We will discuss with staff in-charge and gather feedback for future improvement and explore possible dates for the next book fair.

### **Task of work by staff in charged when organizing a book fair**

1. Assist in setting up the dates of the book fair and opening hours.
2. Organise tables at the book fair location and be ready one day before the actual date of the book fair. The number of tables required will depend on actual number of tables available for display and age groups targeted.
3. Publicity of the book fair and organize the schedule for each class to come and visit the book fair.
4. Providing lunch for our staff, if possible.
5. Bid farewell at the end of the book fair.

### **Cost and Benefits for using the Beijing Star Kids Children's Bookstore**

There is no cost in getting us to organize the book fair at your school. The Beijing Star Kids Children's Bookstore will bear the cost of transportation, books and staff, for coming to your school and cost of accommodation for book fairs outside Beijing.

By having a book fair, teachers, parents and students will have the opportunity to look through a physical book before making an informed decision if they really like the book and need to buy one.

This method is a better than a book club as order form has very limited information about the book, especially for board books and picture books where parents cannot see what is inside the book.

Furthermore, our book fair selection is much larger in terms of the number of titles and our book fair caters to higher age groups.

We don't charge freight for our books sold at the book fair. This represents a big saving of 20%-30% and more books can be bought with this savings.

No waiting time required as students can just buy on the spot.

### **Conclusion**

By working with the Beijing Star Kids Children's Bookstore for book fairs, we take over almost all the laborious work of organizing the book fair, selecting, display and selling of books plus all cashiering matters. It is also risk-free as we will transport all unsold books back at the end of the book fair. Teachers and staff will have maximum time to look through good books and enjoy the true pleasure of a real book fair by using the Beijing Star Kids Children's Bookstore service.

### **Contact**

If you would like us to set up a book fair at your school, please contact the following personnel for a convenient date and time:

Name  
Mobile  
Email

Gordon New  
131-4102-5402  
[gordon@starkidschina.com](mailto:gordon@starkidschina.com)

Alex Goh  
134-3655-0059  
[alex@starkidschina.com](mailto:alex@starkidschina.com)

## **Book Fair by Beijing Star Kids Children's Bookstore**

***Possibly the best book fair vendor for international schools in China***