

# UNIVERSITY OF WEST GEORGIA

*“At University of West Georgia, RevenueVision® has been a key part of the bookstore’s strategy to more accurately and actively manage our budgets in a way that helps control labor costs and promote sales by aligning promotions and product placement to sales trends. By giving us better financial visibility, RevenueVision® has been one of several factors that contributed to a 9% decline in textbook costs. RevenueVision® has also made it much easier for me to build and revise budgets and increase our leadership’s confidence in the bookstore’s financial planning and projections.”*

**ELIZABETH SMITH, Assistant Director, Auxiliary Services**

## SNAPSHOT



University of West Georgia is a comprehensive doctoral-granting university located in Carrollton, Georgia. A record 13,520 students were enrolled in the of Fall 2017, ranking 7th among Georgia's public colleges and universities.

**9%**

**5-YEAR REDUCTION IN TEXTBOOK PRICES AT THE BOOKSTORE THROUGH ACTIVE COST MANAGEMENT**

**1250%**

**DECREASE IN TIME SPENT PREPARING THE BOOKSTORE BUDGET**

**UNIVERSITY OF WEST GEORGIA (UWG)** has partnered with The Solution Design Group (SDG) since 2013. As an institution, UWG is keenly focused on controlling and reducing student costs and fees. SDG’s partnership with UWG focuses on management of the self-operated bookstore as well as other areas of Auxiliary Services. RevenueVision® is helping UWG to manage budget projections and actuals, keep labor costs as low as possible, and maximize store sales.

## CHALLENGES

- Required a more accurate and responsive way to build annual budgets and manage budget projections vs. actuals for the self-operated bookstore
- Needed to keep labor costs as low as possible by aligning sales volumes and peak periods to the staffing of student workers
- Opportunity to maximize sales by analyzing time period and product trends (e.g., fall football), through promotions and deals and, better product placement and stocking.

## RESULTS

- More accurate and flexible budgeting through RevenueVision® allowed the self-operated bookstore to **keep labor costs low and maximize sales** by aligning promotions, product placement and stocking to monthly sales trends.
- **Achieved 9% decrease in textbook prices between 2013-2017** at a time when textbook prices nationwide have risen by an average of 30%-35%. This is through a combination of reducing staffing costs, professors selecting more modestly priced books, and negotiating better prices with suppliers.
- Used RevenueVision® to **reduce from 5 days to 5 hours the time to build a budget** and from **1 day to 1 hour** the time to do a budget revision.