Bookstore Proposal Evaluation Criteria		Follett	Barnes & Noble
	Points		
Financial Considerations	40	40	39
Financial Return Percentage/Financial Return of Net Income to			
University from Bookstore			
Minimum Annual Guarantee			
Other Financial Considerations			
Services	40	30	35
Marketing Strategies/Advertising/Promotional Plans			
Contractors Pricing and Refund Policies			
Personnel Aspects of Contractor's Proposal			
Operation Improvement Strategy/Training			
Corporate/Regional/Local Support			
Other Service Considerations			
Benefits Proposed	20	15	15
Capital Investment Opportunities			
Property Improvement Recommendations			
TOTAL	100	85	89

Proposal awarded to Barnes & Noble. The proposal from Off Campus College Bookstore was rejected, as they did not meet the minimum contractor qualifications.

Comments		
Follett provided a slightly better commission		
return based on a percentage of gross sales		
however, the annual guarantees were equal		
Barnes and Noble offered a more aggressive		
marketing/promotional package, which is		
critical. Both offered acceptable training		
programs for employees, and support from all		
levels, however Barnes and Noble were clearly		
more passionate about the significance of these		
critical areas.		
Both offered unique capital investment		
opportunities, all of which fell a little		
short of expectations		