



2009-2010 Faculty Student Association Operating Budget



The University Bookstore, Convenience Store and Starbucks Coffee are all located in University Commons.

SUNY FREDONIA Faculty Student Association Bookstore Overview

The FSA operates the University Bookstore, Convenience Store and Starbucks Coffee. The bookstore offers academic supplies, apparel, computers, electronics, giftware, textbooks, trade books, and various miscellaneous items. The Convenience Store offers a full assortment of food and health and beauty items with several products from local suppliers. The Starbucks Coffee is owned and operated under a five-year license agreement with Starbucks Coffee Company. The bookstore area employs 13 full-time, 17 part-time, and approximately 35 student employees.

Highlights

The FSA continually works to improve its services to the campus community and respond to various needs of the campus. Some of the highlights from operations over the past few years include:

- The opening of University Commons in Fall 2006 which included the University Bookstore, Convenience Store and Starbucks Coffee.
- Implemented the CampusHub online bookstore.
- Retailing products from local suppliers.
- Added organic food products and increased “Green” product selection in giftware, electronics, academic supplies, and clothing.
- Eliminated sale of tobacco.
- Eliminated trans-fats from all product categories in Starbucks Coffee.
- Retrained entire Starbucks staff on latest production techniques.

Planning Assumptions

Planning assumptions used to develop the 2009-2010 budget include:

- Hours of operation remain relatively the same as 2008-2009.
- Product costs as a percentage of revenue will remain stable.
- Significant price increases are not foreseen at Starbucks Coffee. Therefore, gross profit margins are expected to be lower than budgeted for 2008-2009.
- The volume of textbook sales will continue to decrease while textbook prices continue to increase.
- Giftware and clothing sales will increase as result of the CampusHub online store.
- Expand the Convenience Store by removing an office and wall partitions.
- An additional full-time barista position in Starbucks Coffee.