Books for All
From Pricing to Delivering

COMMUNITY OF PRACTICE WORKSHOP:
GETTING THE RIGHT BOOKS TO THE KIDS

BY SAMI GABRIEL FEGHALI – OCTOBER 16 2012
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  - Pricing
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Introduction

- 30 years expertise in the printing industry.
- Activist in the field of book accessibility in low-income countries and where print poverty exists.
- Creator of Books for All concept: production of durable low cost books.
- In cooperation with APP printing factory in Beirut, Lebanon established in 1968, we are delivering practical solutions to make books accessible to low-income countries.
• Pricing table 2012 and explanation.
• Paper pricing fluctuates with the market same as Oil

<table>
<thead>
<tr>
<th>Services</th>
<th>Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fonts, pictures and pages size checking</td>
<td>900</td>
</tr>
<tr>
<td>Plotter for 10 sections</td>
<td>100</td>
</tr>
<tr>
<td>Plates for 10 sections: 10 sections x 2 (r/v) x 4 colors x $205/plate</td>
<td>1600</td>
</tr>
<tr>
<td>Paper cost/inside pages</td>
<td></td>
</tr>
<tr>
<td>5500 sheets/section x 0.6 cm x 0.9 cm x 0.09 gramm x 1.25 kg x 10 sections x 110% risk and profit</td>
<td>3675</td>
</tr>
<tr>
<td>Make ready for 10 sections: Is the cost needed/section to prepare the job</td>
<td>1000</td>
</tr>
<tr>
<td>Printing cost: (10 sections x 5.5 x 4 colors x 2 sides x 45) x 120% printing risk/profit</td>
<td>2112</td>
</tr>
<tr>
<td>10 sections x 5.5 x 4 colors x 2 sides x 2 sections x 3</td>
<td></td>
</tr>
<tr>
<td>Cover plates</td>
<td>80</td>
</tr>
<tr>
<td>Paper cover</td>
<td>350</td>
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<tr>
<td>Cover printing</td>
<td>135</td>
</tr>
<tr>
<td>Cover lamination</td>
<td>50</td>
</tr>
<tr>
<td>Folding: 5.5 x 2 sections x 10 sections</td>
<td>110</td>
</tr>
<tr>
<td>Perfect binding, 5000 x 50 $/1000</td>
<td>250</td>
</tr>
<tr>
<td>Boxes, 50 book/box = 100 boxes x 2 $/box</td>
<td>200</td>
</tr>
<tr>
<td>Total</td>
<td>10562</td>
</tr>
</tbody>
</table>
Printing (cont’d)
Pricing Variables

- Production volumes and production hours, number of FTEs.
- Raw material cost: paper, chemicals, ink and statistics.
- Comparing developed printing factories to print-shops in low income countries, and how prices are affected.
Developed technology (raw materials, printing machines and finishing machines) is essential to sustainable and long-lasting quality books production but with quality materials.

- **Paper quality:**
  - Paper transparency
  - Paper weight
  - In quality
  - Cover paper, printing and finishing.

- **Book finishing.**

- **The importance of binding machines technology and quality of Glue**
Printing (cont’d)
Production

- 5000 books - 160 pages - A4 - 4 colors printing, with a cover printed in 4 colors, bounded, packed and ready for shipment

- Developed print-shops deliver in 1 day

- New technology machines print the 2 sides of the paper in 4 colors simultaneously.

- Print-shops in low income countries need 10 days.

- Smaller size printing machines, Manual folding and binding.
Transportation and shipment prices slightly affect the price of books
Weekly shipment to Marseille, France
Weekly shipment from Marseille to most Africa’s harbors
Time line delivery will not exceed 35 days
Production and delivery in 45 days
Books for All & APP

- The Vision behind Books for All.
  - With books We fight Poverty
- The Mission challenges
  - Cut on printing profit
- Why investors or donors have to work closer with the private sector in low income countries to develop the print-shops.
Challenges and Next Steps

- **Challenges**
  - Corruption and lack of transparency
  - Corruption remains an obstacle to achieving needed progress

- **Looking ahead**
  - My expertise is at your reach for consultancy on:
    - technical and quality assessment,
    - pricing study and analysis,
    - Criterion for evaluating reasonable prices and production
    - Fighting the means of corruption in lower-income countries to enable delivering Books for All.

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Thank you
Q&A