

Campus stores provide an innovative retailing solution

In order to optimise the asset base of the University of Pretoria, a series of campus enterprises have been established with an offering of diversified ventures. These enterprises are managed by Enterprises at University of Pretoria Trust (E at UP). The University is the sole beneficiary of this trust. The additional income generated through these enterprises is channelled to the University's core activities of teaching, research and community engagement.



The opportunities that exist in an expanded campus enterprise structure present themselves in three distinct categories: the provision of services, the utilisation of the University's existing resources and the commercialisation of intellectual property.

The recent establishment of two specialist stores on campus is aimed at optimising the existing market.

The campus bookstore Bookmark, a joint venture partnership with Avusa Retail Limited, opened early in 2009. This is the first of what is hoped to be a bouquet of value-adding products and services on campus. It stocks the latest academic and reference material, including University of Pretoria-prescribed books and most of the recommended reading required by students, as well as a diverse mix of contemporary, relevant literature.

The second such commercial entity, which was also opened in 2009, is the campus clothing store, Wannabee.

This store is not only a new brand, but is a mascot for the University of Pretoria and an ingenious means of synergising the various University brands, while carrying the seed for the development of an entirely unique new label for apparel designed for



the student. It represents a medium for displaying the various branded merchandise. Two new speciality labels, Tuks and UP, were launched in 2009.

Wannabee is presently the only accredited entity that is formally authorised to brand merchandise and apparel on behalf of UP. The new clothing line is strategically targeted at young adults, and is intended to meet them on their level, while at the same time encouraging an ethos of aspiration and inspiration.

It makes a bold statement for the imbedded worth of the brand wealth that accompanies the heritage of the University and how it may be harvested to create revenue streams for the organisation, other than the traditional forms of training and education

Both these stores are open to the public. [➔](#)

Bookmark Book Shop
Student Centre
Hatfield Campus
012 362 4420

Wannabee Clothing Store
Huis-en-Haard Building
Hatfield Campus
012 362 6278