

CHRISTIAN BOOK SALES UP 75% AT EDEN.CO.UK

Momentum builds with support from the Welsh Development Agency

Eden.co.uk has announced that book sales in September were up 75% on last year and that the company is on course to hit a target of 100% annual growth by the end of its financial year in January.

Gareth Mulholland, Managing Director, expects a surge of customers shopping online for the very first time between now and Christmas. “Our rate of growth is actually accelerating so our targets and plans are being rewritten. We are preparing to dispatch over 1000 book orders a day during peak periods in November and December.”

Fast growth can be difficult for small businesses but Eden is being supported by the Welsh Development Agency who have already provided grants towards training and development. The WDA is part-funding an intense period of business planning with the School of Management at Cranfield University, meanwhile another significant investment from the WDA is expected in early 2009 to develop new sales channels for christian books in the UK.

“Last July we moved into new premises on the other side of Chester and we are now ten metres over the border into Wales. The Welsh Development Agency has recognised our potential and is helping to ensure our growth and stability by providing us financial support along with experienced ‘mentors’ from leading businesses in North Wales.”

‘Range’, ‘Availability’ and ‘Convenience’ are the top three reasons that customers say they now shop with Eden.co.uk instead of their local Christian Bookshop. This is contrary to the popular opinion that ‘price’ is the primary concern.

ENDS

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