





# CONTENTS

## Company Overview

What makes Diwan Bookstore different?  
What does Diwan mean?

## Business Overview

Executive management  
Strategic partners

## Diwan Bookstore's Product Line

Books  
Multimedia  
Stationery  
Other products and services

## Qirtassiyat Diwan

## Corporate Services & Solutions

Diwan Bookstore's Culture

Diwan Bookstore's Philosophy

Diwan Bookstore and the Community

Diwan Bookstore's Website

Milestones

Corporate Address / Contact Information



# COMPANY OVERVIEW

Diwan Bookstore transforms buying a book into a cultural retail experience. While maintaining a visually appealing and relaxed ambiance, Diwan Bookstore also prioritizes customer service and satisfaction.

Established in 2002, Diwan Bookstore has made a name for itself as a boutique bookstore with a unique brand that retails niche products in a special atmosphere. Eight years later, Diwan Bookstore is a successful business model, spreading to multiple locations around Egypt with plans for greater expansion in the coming years.

Diwan Bookstore is passionate about the production and consumption of cultural products in their widest manifestations.

When you enter any Diwan Bookstore, atmosphere dominates. From the welcoming and helpful staff to the relaxed browsing – these are key components that make Diwan Bookstore a retail experience. In the spirit of creating an environment that values sharing knowledge and culture, events are held almost every week by local and international authors: book launches, author signings and children's storytelling.

Diwan Bookstore offers books in four languages across multiple genres. We are proud to boast the largest selection of children's books in Egypt. Multimedia at Diwan Bookstore includes DVDs and music CDs as well as a collection of educational CD ROMs and computer games for children and adults. Recently, we have expanded our stationery sections to include local niche products and leading foreign brands. As part of our commitment to customer satisfaction, Diwan Bookstore is continuously innovating and offering services such as home delivery, book ordering, and online purchasing in the near future.

## What does Diwan mean?

### di•wan [di-wan] - *noun*

The term Diwan or Divan (ديوان - diwan) is a Persian word that refers to:

#### 01 Diwan (poetry)

A collection of poems by a single author; it may be a 'selected works,' or the whole body of work of an Urdu, Persian or Turkish poet.

#### 02 Diwan (government)

An oriental high governmental body, such as the imperial council in the former Ottoman Empire.

#### 03 Diwan or Divan (furniture)

A long couch-like seat, formed by a mattress on the floor with cushions leaning against a wall or platform originating from the Orient.

#### 04 Diwan (title)

A title used in various Oriental languages for high officials, especially of cabinet rank.

#### 05 Diwan (ritual)

A religious ritual in Algeria.



# BUSINESS OVERVIEW

Diwan Bookstore, when it opened in 2002, aspired to be a boutique bookstore that fosters book culture in Cairo and contributes to the revival and celebration of Arab and Egyptian culture. For several years, the business strategy focused on building a recognizable brand as a boutique bookstore with a wide range of products and services that focuses on customer service.

## Executive Management

Good management means good business. When selecting management, we look for people who will fit into a team of strategic thinkers, who have long-term vision, new ideas and who can help the organization grow. We privilege a certain "type" or attitude over experience in the field. We emphasize that the responsibility of managers is to empower their teams.

Today, after expanding to new locations, the business strategy focuses on increasing customer satisfaction, creating and offering innovative products, and building the Diwan Bookstore brand. Diwan Bookstore plans to continue expansion, locally and then regionally. The long term vision is to become a globally recognized brand with high standards in the book industry.

## Strategic Partners

To achieve our goal of transforming the existing book culture, we partner with different entities equally passionate about bringing books to the mainstream. These partners include publishers, writers, local non-governmental organizations, and cultural centers. Through these strategic partnerships, we work together to increase the scope of our activities and our target groups.



Heliopolis

# DIWAN BOOKSTORE'S PRODUCT LINE

## Books:

Diwan Bookstore has an extensive selection of books in Arabic, English, French and German in the following categories:

Arabic Literature in Translation	Mind, Body & Spirit
Art & Design	Philosophy & Psychology
Biography	Pregnancy & Parenting
Business & Management	References & Dictionaries
Cookery	Teenage Books
Egypt Essentials	Children's Books in Arabic, English, French & German, emphasizing edutainment as a unique learning tool
Fiction	
Health & Nutrition	
History & Politics	

## Multimedia:

Diwan Bookstore has a wide range of educational multimedia and computer games for children and adults alike. The selection includes:

Audio Books
DVDs
Educational CD ROMs
Music CDs
PC games

In its growing multimedia section, Diwan Bookstore offers both classics and new releases on DVD, as well as many genres of music CDs, such as oriental jazz, electronica and world music. Diwan Bookstore's mother company, Al-Sharq for Bookstores, is the exclusive distributor in Egypt of several music labels: Enja Records (Germany), Proper Music (UK), Brisa (Germany), Incognito (Lebanon), and Naseer Shamaa (Iraq).

## Stationery:

Diwan Bookstore also offers a variety of stationery products from both local and international suppliers. Personal organizers, notebooks and sketchbooks, artistic bookmarks, calendars, wrapping paper, framed artwork, as well as recycled paper products are sold at Diwan Bookstore. We are the official distributors for Ballograf Pens, Semikolon, and Durable.

## Other products and services:

We are passionate about customers having a positive experience with Diwan Bookstore, and we provide numerous services to meet their needs. One of the greatest conveniences we provide our customers with is a home delivery service that delivers anywhere in Cairo. Additional services include:

- Book binding
- Book, multimedia, and stationery ordering service – free of charge
- Café with home-made sweets and savories
- Children's activities
- Corporate gifts and services
- Event hosting
- Gift wrapping
- Gift vouchers
- Services for schools (field trips, supplying books for school libraries)
- Used book exchange

# قِطَاسِيَّة

Qirtassiya



## QIRTASSIYAT DIWAN

What Diwan Bookstore did for books, Qirtassiyat Diwan does for stationery products.

In November 2009, Diwan Bookstore opened its own specialized stationery store in Zamalek.

The word qirtassiya (قِرْطَاسِيَّة) comes from the Arabic root, qirtass (قِرْطَاس) which refers to the cone-shaped paper packaging stationery items were sold in. Today, the word qirtassiya (قِرْطَاسِيَّة) refers to stationery in general or a stationery store, and while it is commonly used in many Arab countries, it is a word whose usage has diminished in Egypt.

By offering everything related to pen and paper, we are reintroducing the word qirtassiya (قِرْطَاسِيَّة). Its product range includes locally handcrafted notebooks, modern organizers, diaries, desk and gift accessories, photo albums, arts and crafts, cards, and letter paper.

In an age of mass production and virtual worlds, Qirtassiya revives the art of expression, encouraging its customers to personalize their memories and communication.



# CORPORATE SERVICES & SOLUTIONS

In its constant efforts to mainstream books, Diwan Bookstore has launched its new corporate services and solutions initiative targeting nurseries, schools, cultural centers, and businesses.

Diwan Bookstore offers them the following support & services:

Set up of libraries with specific subjects of emphasis or modules

In the field of corporate gifts, Diwan Bookstore suggests books or stationery that is pertinent to the business image, offering a broad and innovative range of services and branding options:

- Bulk ordering services
- Applying simple branding to books and stationery
- Embossing or engraving corporate identity on books or stationery
- Gift vouchers
- Gift wrapping and delivery





History  
Imagination



# DIWAN BOOKSTORE'S CULTURE

Since its beginning as a dream among friends, Diwan has created a corporate culture based on being passionate about what we do.

## We believe that:

You don't work for anyone, you work with everyone.

You should be able to trust the people you work with.

People should be recognized for their positive contribution to the organization.

Being socially responsible is a priority.

Our employees have valuable insights and we strive to integrate these into our business as we innovate and grow.

No job is too small for anyone and no one is too big for a task.

We promote from within.

The management team of Diwan Bookstore focuses on nurturing its employees by always trying to find their natural talents and channeling their energies to what they do best.

## What does Diwan Bookstore value?

Our business culture is driven by the values we actually live. We are:

### Passionate about our customers' satisfaction

We want to transform book-buying into a culturally enriching experience.

We emphasize a pleasant atmosphere.

### Innovative

We seek to improve ourselves and our business through continuous learning – we stand by what we preach, books open up new worlds to us.

We aspire to broaden our customers' horizons and enrich their Diwan Bookstore experience through constantly exposing them to new product ranges.

### Ethical

We are transparent with our stakeholders.

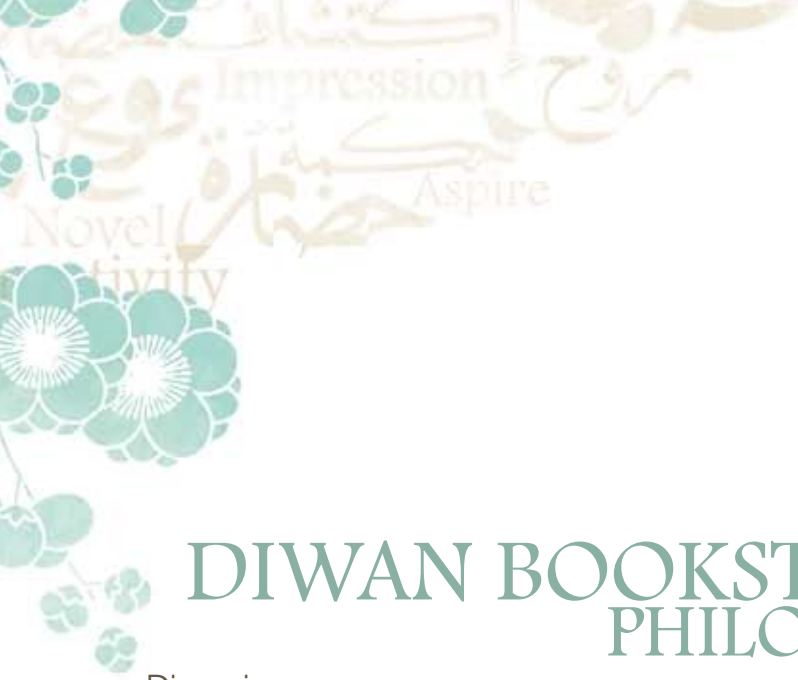
We are a socially responsible business.

### Community Oriented

We are sensitive to the needs of the communities wherever Diwan Bookstore is present, and try to contribute to them through our services.

We engage with the community around us, creating a platform where people can interact.





## DIWAN BOOKSTORE'S PHILOSOPHY

### Diwan is:

An active platform of cultural interaction. More than a bookstore, it is a world of books.

A celebration of our diverse cultures and heritages.

About appreciating ideas, dreams, and differences.

A mix of both past and present communicated through our unique brand.

Passionate about knowledge and sharing that knowledge with others.

Passionate about bridging the boundaries of East and West through its product ranges and visual appeal.

## DIWAN BOOKSTORE & THE COMMUNITY

Diwan Bookstore is committed to cultural production and consumption in Egypt through interacting with our local communities.

### We participate in:

Student Outreach Programs

Book Donations

Sponsorship of Cultural Events



# DIWAN BOOKSTORE'S WEBSITE

[www.diwanegypt.com](http://www.diwanegypt.com)

Diwan Bookstore's fully bilingual (Arabic-English) website provides customers with an enriching virtual shopping experience through the following features and services:

Browse Diwan Bookstore's full catalogue of books, films, music and stationery products.

View complete product details: image, title, author, ISBN, brief description, customer controlled rating, CD track lists, dimensions, price and availability.

Search for specific items through: keyword, ISBN, title, author or artist, publisher, subject and/or language.

View weekly bestsellers, new releases, soon-to-be released and recommendations.

Register to receive email notifications of announcements, events, and special picks.

Order items online and have them delivered to your door.

Track your orders through your personal online account.

## Online Community

As part of Diwan Bookstore's philosophy to be a platform of cultural interactions, the website offers customers the following features:

Discussion forums

Book clubs

Personalized library and wish list

Insightful, fascinating and inspirational daily entries on history, culture and the arts

More Than a Bookstore: an archive and gallery of author events, book signings and book launches at Diwan Bookstore



# MILESTONES

**March 2002**

Opening of Diwan Bookstore in Zamalek at 159, 26th of July Street

**July 2006**

Opening of Diwan Bookstore's first seasonal outlet in the North Coast

**November 2007**

Alexandria City Centre 'Diwan Station' opens, a new concept for Diwan Bookstore in a popular shopping mall

**December 2007**

Opening of Diwan Bookstore in Heliopolis, the largest bookstore in Cairo

**February 2008**

Maadi City Centre 'Diwan Station' opens

**July 2008**

Opening of Diwan Bookstore at Cairo Marriott Hotel

**December 2008**

Opening of Diwan Bookstore in Mohandessin

**May 2009**

Opening of Diwan Bookstore at Cairo University, Egypt's oldest university

**June 2009**

Opening of Diwan Bookstore at Oasis Mall, Cairo's first outdoor mall

**August 2009**

Opening of Diwan Bookstore at Gezira Sporting Club

**October 2009**

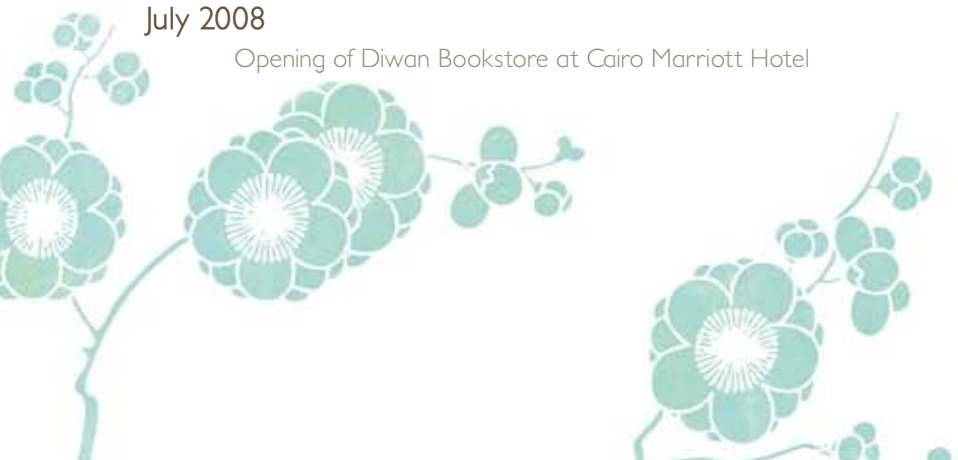
Launch of Diwan Bookstore's website

**November 2009**

Opening of Qirtassiyat Diwan  
Opening of Diwan Bookstore in City View

**December 2009**

Opening of Diwan Bookstore in Maadi





creativity  
Awareness

علم خفيف

# CORPORATE ADDRESS

159, 26th of July St.  
1st floor, Apartment No. 5  
Zamalek, Cairo, Egypt.  
Tel.: +(202) 2735 3460/80/10  
Fax: +(202) 2736 2096  
Email: info@Diwanegypt.com

