



**LEADING THE WAY**  
KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN  
**LEADING THE WORLD**



INTERNATIONAL MULTI-AWARD WINNING INSTITUTION FOR SUSTAINABILITY

# IIUM PRESS BUSINESS MODEL

**SALES & MARKETING UNIT**

NEW BUSINESS MODEL TO FACILITATE PUBLICATIONS OF IIUM PRESS

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IIUM Press

International Islamic university Malaysia

Jln Gombak

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**To meet our publication target, ensure financial and publication sustainability, and increase our book sale income, IIUM Press must strategise to optimize its existing resources and provide an alternative solution**

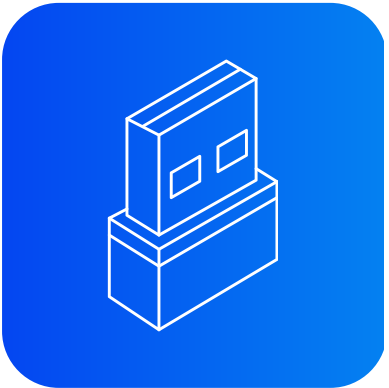
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# OBJECTIVES



## DISSEMINATION OF KNOWLEDGE

Assist Kulliyah and IIUM academic staff, particularly to increase the dissemination of knowledge through publication by IIUM Press.



## PUBLICATION / PROMOTING

It will also facilitate the selling of books and IIUM Press will only keep the books in stock for a short time. Hence, the cost incurred will be recovered within a much faster duration.



# THE PROCESS



## MUTUAL UNDERSTANDING

Upon agreement between the IIUM Press and the authors, IIUM Press will commence the editorial and publication processes.



## COST

The cost incurred at the relevant stages of the editorial and publication will be charged to the Kulliyah / authors. However, there is some method of publications sponsor.



## PROFIT SHARING

IIUM Press will deliver 75% of printed copies to the Kulliyah / authors and the remain (25%) for IIUM Press. To reserve 50 copies before distributing to NL, IIUM library, awards nomination.





# FULL SPONSORED BOOK

INFO	COST (RM)	REMARK
Development cost	12,450.00	The development cost inclusive of Reviewing, Language Editing, Typesetting & Indexing, Cover Design, Transliteration & Printing
Quantity Printed - 50 copies will be reserved for NL, IIUM library, award nomination	500	450 copies - 75% to KCDIO & 25% to IIUM Press)
Proposed Retail Price of the Book	60.00	KCDIO may sell the book at retail price or with discounted price up to 30%.
Total Sales	20,280.00	338 copies (75% / 450 copies) 338 x 60.00
Estimate income generated	7,830.00	(Total sales - Development Cost)
Royalty (Monetary / in kind)	403.20 / 7 copies	Author's royalty does not apply to copies from 75% allocation. However, the royalty will be received from 25% allocation.

# HALF SPONSORED BOOK

INFO	COST (RM)	REMARK
Development Cost	7,450.00	The development cost inclusive of Reviewing, Language Editing, Typesetting & Indexing, Cover Design, Transliteration by IIUM Press
Printing Cost	5,000.00	The author may sponsored the printing cost
Quantity Printed - 50 copies will be reserved for NL, IIUM library, award nomination	500	450 copies - 40% to author & 60% to IIUM Press)
Proposed Retail Price of the Book	60.00	Author may sell the book at retail price or with discounted price up to 30%.
Total Sales	10,800.00	180 copies (40% / 450 copies) 180 x 60.00
Estimate income generated	5,800.00	Author - (Total sales - Development Cost)
Royalty (Monetary / in kind)	972.00 / 16 copies	Author's royalty does not apply to copies from 40% allocation. However, the royalty will be received from 60% allocation.

# EDITORIAL TEAM



**MUNIRAH MOHD RODZLAN**

Acquisition



**NORFARHANA MORAD**

Production Development  
Team Lead



**SITI HAIDA ISHAK**

Publishing Development

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Reach out to us for  
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# MARKETING TEAM



**NOR FARRIS NOR AZAM**

Sales / Marketplace



**SAIFUL RIZA RADZALI**

Marketing Development  
Team Lead



**MOHD EZAMIN RAMLI**

IIUM Bookshop

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Reach out to us for questions.

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**THANK YOU**

