

PERA 2017

SOCIAL BUSINESS

Pimp My Book



Mpodumo Doubada

Pimp My Book was born in 2006 in the dormitory room of Mpodumo Doubada at the University of Cape Town where he was a student at the time. He was attempting to assist his friends to sell their old textbooks but the idea soon caught fire across campus.

Within a few weeks his entire room was packed with books and students streaming in and out to get their hands on those books. Today Pimp My Book has stores across the country and 16 full time people.

Pimp My Book has grown to a chain of student retail stores and now has its head office in Observatory, Cape Town. Having started with one store at the University of Cape Town, they have since expanded to the Universities of Stellenbosch, Free State and UNISA. They are currently in the process of opening a store at the University of Johannesburg.

Pimp My Book (PMB) specialises in products that students need to succeed in their studies. This includes textbooks, stationery, technology products and accessories. PMB is built on the niche of serving students who struggle to afford textbooks. As such they provide a service where students can buy used textbooks or sell them back for cash. PMB is the biggest and best provider of used textbooks in the country, and is the fourth largest academic bookstore chain in South Africa.

Their Bursary division assists bursary funds to save on academic materials which they procure for their bursars. This service ensures that they save money and that academic materials are delivered to their students on time.

Having graduated with a Bachelor of Commerce in Accounting as well as a Masters degree in Business Administration (MBA), Mpodumo has dedicated his entire career to Pimp my Book, and has big dreams to expand his stores into every university in the country. Ultimately, he believes that his business is making

a positive contribution to tertiary education in South Africa, pointing to the Fees Must Fall movement which has come about in recent years in the sector. Pimp my Book provides a workable solution to thousands of students who cannot afford brand new textbooks – ultimately helping to ease the burden of the high cost of tertiary education.

To contact Pimp My Book, email Mpodumo Doubada at @pimpmybook.co.za or call 0726826064 /0214478667.