

GREAT Business People

Books on Parade

Books on Parade has been a cornerstone of the main street for decades, with new owner Becca Morrell committed to continuing a top-tier retail experience.

Becca says a driver for buying the business was wanting to see it stay in Wairoa, grow, and, of course, to keep it local. "I have loved working with the previous owner, Carol Goldsmith, who owned Books on Parade for six years. Now I am looking forward to building on what Carol has established and making Books on Parade a one-stop shop.

Becca took over the business on March 30 and has the support of Cathy Goldsmith, who has worked at the bookshop for 30 years. Coincidentally, Becca brings 30 years of retail knowledge to her new ownership role, including serving as retail manager at the Wairoa Star before joining Books on Parade nearly two years ago. "I'm so excited to be taking this next step and am appreciative of the help and support from my Dad and my family in getting me to where I am today."

Becca says the backbone of the store will remain as a traditional bookstore with stationery and gifts. She also wants to branch into other areas to meet the Wairoa community's needs. "We aim to provide as much as possible under one roof, so Books on Parade is a convenient call in for our customers."

Services include office support such as photocopying, printing, emailing, binding and business card design. The shop will also provide postal services, including selling stamps and a domestic courier service.

The photo kiosks will continue, but with an enhanced range including canvases. Plus, the photo service includes passport, firearm and identification photos.

"We want to meet the needs of our customers, and we welcome client feedback so we can try to deliver what our town wants and needs," says Becca.

As well as the old faithfuls like magazines, games, greeting cards, and a dry-cleaning service, Becca has also introduced fresh flowers as well as magnetic signs, which are custom-made and will stick onto vehicles or any metal surface.

Books will remain the base of the shop, and keen readers who buy 10 books will receive a free bonus book. Becca said Cathy has a vast knowledge of books and can source almost any book from anywhere. The store will continue to stock new releases and all the good-time favourites. Plus, Books on Parade is keen to start a local book club and welcomes suggestions.

If it's a gift you are after, Becca's growing stock ranges from babies to grandparents and everything in between. The gift variety will be expanded and will feature an extended range of Moana Road and other top brands.

Plus, when it comes to payments, businesses can set up an account, and you can also use your Farmlands card to purchase.

So, if you are out and about in town, call into Books on Parade and check out the changes.



Address: 120 Marine Parade

Phone: 06 838 7214

Opening hours: Monday-Friday 8.30am-5pm
Saturday 9am-noon



If you have a great business or service to promote, please contact Wairoa District Council at: ed@wairoadc.govt.nz