
S&P TEST

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BARNES & NOBLE SWOT & PESTLE ANALYSIS

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Company Name : Barnes & Noble

Company Sector : E-Commerce

Operating Geography : United States, North America, Global

About the Company : Barnes & Noble is an American book retailer. It's a Fortune 1000 corporation. It primarily operates through its Barnes & Noble Booksellers bookstore chain. The company's headquarters are located at 122 Fifth Avenue in Manhattan. In 1886, Barnes & Noble was founded as Arthur Hinds & Company, and the name was changed to Barnes & Noble in 1917. Customers recognise the brand for its huge retail locations, many of which include a café that serves Starbucks coffee and other refreshments. Books, periodicals, newspapers, DVDs, graphic novels, presents, games, toys, music, and Nook e-readers and tablets are all sold in the majority of stores. In addition to its retail locations and other businesses, Barnes & Noble has a publishing division as well. The company also provides several comprehensive, user-friendly stores, such as Audiobooks, Award Winners, Libros en Español, and Bargain Books. This American book retailer has a huge selection of books. B&N Studio has hundreds of video author interviews, Emmy-winning documentaries, and its weekly book show popular as Tagged! In recent years, the company has added additional product lines, growing its online Toys & Games store, as well as a Magazines store with thousands of subscriptions to rare and hard-to-find titles. In September 2021, the firm announced the reopening of a new store in Peoria.

Barnes & Noble's USP lies in it being the largest bookseller in the United States with the most retail locations, and it has a dominant position in the media sector. The mission statement of the company reads, "To operate the best omni-channel speciality retail business in America, helping both our customers and booksellers reach their aspirations while being a credit to the communities we serve"

Revenue :

\$1,433.9 million - FY ending 31st March 2020 (y-o-y growth -22.5%)

\$1,851.1 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Barnes & Noble is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong retail presence across North America 2.Globally recognized brand with good customer loyalty 3.Good performance on Corporate Equality Index 4.B&N Cafes have high sales volumes and footfall 	<ul style="list-style-type: none"> 1.Failed to successfully compete with e-commerce giants 2.Unimpressive performance of separately traded B&N Education 3.Consistently falling revenues and poor financial performance
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand Digital segment offerings and customer base 2.Enter into strategic partnerships with universities and colleges 3.Capture e-commerce market through new e-commerce platform 	<ul style="list-style-type: none"> 1.Disruptions in educational calendar due to COVID-19 2.Loss of revenues from piracy of digital and print materials 3.B&N Education business is highly seasonal

PESTLE Analysis :

The PESTLE Analysis for Barnes & Noble is given below:

Political	Economical
1.New US visa rules affecting inflow of foreign students	1.Fall in consumer discretionary purchases 2.Supply chain disruptions due to pandemic
Social	Technological
1.Increasing shift to e-books over physical copies 2.Influence of social media on the book industry 3.Rise in popularity of audio books	1.Marketing restrictions under TCPA and CAN-SPAM acts 2.Data collection restrictions under stricter data privacy laws ", "
Legal	Environmental
1. Using recycled paper to increase sustainability of operations "]]	1.

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