

# [Barnes and noble joined to barnes](https://assignbuster.com/barnes-noble-joined-to-barnes/)

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Barnes & Noblewas a very successful corporation with a large chain of bookstores. They have675 locations in every state of the U.

S. and 686 college bookstores with 6. 8billion assets. In 2012 to 2013, they were facing with the most difficultchallenge that burned up billion dollars.

There are tworeasons that bring the company downward: lack of planning and leadership skill. Barnes & Noble has been focusing to compete with the competitors that leadto the forgetting their main responsibility. That are serve and listen to theircustomers’ value. In the 1990s, they published their website two years afterAmazon went live.

They had an opportunity to make their website went early inmany years, but they engrossed beating Borders. In 2001, Barnes & Nobleintroduced a new early e-readers in online store. However, this was a bad luckon September 11.

They stopped selling it in 2003. Until 2007, Amazon introducedKindle, they started to rush themselves. All of these caused by lack ofplanning. Barnes & Noble should be a successful company with newest ideas, but they are un-plan and unpredictable. William Lynch, achief executive of Barnes & Noble joined to Barnes & Noble as a presidentof online business in 2009. When he introduced Nook, the color e-reader lookednice and worked well.

This made Lynch had more believe and confident to his newversion which competes with the iPad. At this time, employees had to work crazyin Silicon Valley. Barnes & Noble’s employees didn’t care what goingoutside of the company because they don’t have time to do so. Their employeesstressed and some of the private information were disclosed. Their advantageswere lost, and investors required more in the deal of investments. Lynch is astubborn person. He listens, but he makes his own decisions that don’t fit withthe internal and external customers.

Late 2012, he said that he doesn’t reallyread the physical books that much. He too focuses on his interest withoutunderstand what other people need. Based on my pointof view, there are three steps that could save the company.

First, thebookstore locations are a strength of Barnes & Noble. Amazon and Appledon’t have that many physical stores. Customers like to come in to touch at thephysical books, so Barnes & Noble should focus on their bookstores first. Reduce some of the prices to match with Walmart and other retailers. Personally, I don’t want to buy any school supplies from them because theprices are high. Second, discuss about voice of customers to learn what internaland external customers need to create their satisfactions. Third, determineplans and purposes to reduce the gaps of time and money, such as short-term andlong-term goals.

The content ofthis article is very interesting. I like how to word ‘ The End” has many layersto highlight the main purpose. It is easy to read, and interest readerscontinue to read.