

Barnes and nobles

Business



Barnes and Noble Objectives, vision, and mission of Barnes and Noble Inc

The company's mission is to be the best specialty retail business by crediting the communities that it serves. Its vision is to increase its market share across all its business segments. The following are the objectives of the company: expansion into both the e-reader and e-book market; management of college bookstores in campuses; provision of environments that are attractive to customers; getting into credit agreements that are secure; acquisition as a modality of increasing capital; and keeping of store for the purpose of driving in sales inclusive of cash flow (Hall & Gupta, 2010).

Barnes and Noble success indicators

The company increasing the use of online sales as a technique of embracing technology related to knowledge and skill framework KSFs is one of its success factors. Additionally, consumers' behaviors especially on making purchase especially on books have completely been revolutionized as they prefer the online purchase compared to the traditional physical ways of purchase. The expansion of online mode of purchase of books enabled Barnes and Noble Inc to gain competitive leverage over its competitors or rivals such as Borders. The ability of this firm to maintain its position as one of the largest book sellers can be attributed by its modalities in maintaining the ever emerging presence of technology. Moreover, its development of its e-reader called the Nook has proved to be success with time (Sidney, 2010).

The second indicator of success for this company is related to its manufacturing strategy. It acquired Sterling Publishing Company as a part of its strategy in increasing its manufacturing capability (Hall & Gupta, 2010).

It also has a well coordinated distribution system where the sales of Nook are inside their bookstore for example best -buy and B & N website (online). In

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addition, its marketing strategy encompasses its ability to establish the company as a brand in the market as it offers its client's e-books, magazines et cetera. Customers are also able to enjoy reading at the companies stores due to the availability of free wi-fi. Furthermore, retail stores are employed in geographic markets that are attractive in not only the promotion but also the selling of devices that are digital and have contents (Sidney, 2010).

The organization behavior theory

The management of the company is cognizant to the ever changing circumstances in the business climate of books. They have embraced these changes by incorporating the use of online sales platform (Sidney, 2010).

The firm enables sharing information between its workers as well as the customers. This is a phenomenon that has played a vital role in helping the company to be in touch with the needs of its customers (Hall & Gupta, 2010).

The role of leadership

The leadership of the company has the responsibility of providing a lead on the content of retail educational, and products of digital media through its bookstores as well as e-commerce sites. The culture of the company entails the employees, the shareholders, and its management and the resultant increase in the success of the company (Hall & Gupta, 2010). The manufacturing and technological strategies employed have been vital for the firm's success. Besides, the company's management ability to effectively interact with the employees has helped the structure of the company to be moderately or relatively level for its operations (Sidney, 2010).

References:

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