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Barnes & Noble, Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Barnes & Noble, Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Barnes & Noble, Inc. and its competitors. This provides our Clients with a clear understanding of Barnes & Noble, Inc. position in the Retail Industry.

The report contains detailed information about Barnes & Noble, Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Barnes & Noble, Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Barnes & Noble, Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Barnes & Noble, Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Barnes & Noble, Inc. business.

About Barnes & Noble, Inc.

Barnes & Noble, Inc. operates as a bookseller in the United States and the District of Columbia. The company provides customers access to books, magazines, newspapers, and other content across its multi-channel distribution platform.

As of May 1, 2010, the company operated 1,357 bookstores in 50 states, 637 bookstores on college campuses, and the Web's e-commerce sites, which includes the development of digital content products and software. Of the company's 1,357 bookstores, 720 operates primarily under the Barnes & Noble Booksellers trade name, Barnes & Noble College Booksellers, LLC (B&N College), a wholly-owned subsidiary of Barnes & Noble, operates 637 college bookstores serving 4 million students and faculty members at colleges and universities across the United States. The company's barnesandnoble.com llc (Barnes & Noble.com) encompasses the Web's e-commerce sites, Barnes & Noble eBookstore, Barnes & Noble eReader software, and the company's devices and other hardware support. Through Sterling Publishing Co., Inc. (Sterling or Sterling Publishing), it operates as a general trade book publisher.

The company's principal business is the sale of trade books (hardcover and paperback consumer titles), mass market paperbacks (such as mystery, romance, science fiction, and other popular fiction), children's books, eBooks and other digital content, eReaders

and related accessories, bargain books, magazines, gifts, cafe products and services, music, and movies direct to customers. Through the acquisition of B&N College, the company sells textbooks and course-related materials, emblematic apparel and gifts, trade books, school and dorm supplies, and convenience and cafe items on college and university campuses.

Segments

The company has two operating segments, B&N Retail and B&N College.

B&N Retail Segment

This segment includes Barnes & Noble. Barnes & Noble has launched eBookstores and digital newsstand, which allows customers to purchase eBooks, electronic newspapers, and magazines. Barnes & Noble's eBookstore is available on a range of digital platforms, including NOOK, iPad, iPhone, iPod touch, and select BlackBerry and Motorola smartphones, as well as laptops or full-sized desktop computers.

The Barnes & Noble has also launched NOOK, the company's proprietary eReader, which is sold at Barnes & Noble retail stores, Barnes & Noble.com, Best Buy, and BestBuy.com. Barnes & Noble offers readers the option of store visits, e-commerce, and digital delivery of books to Barnes & Noble-branded devices or other devices of their choosing.

Barnes & Noble's typical retail store offers a title base, eReaders and staff who can assist customers with digital content, a cafe, a children's section, a music/DVD department, a newsstand, and a calendar of ongoing events, including author appearances and children's activities. Its e-commerce platform, Barnes & Noble.com, offers direct home delivery of books, eReaders, music CDs, DVDs/BluRay discs, and other related items, which include complementary categories, such as toys, games, electronics, and gift items.

Fictionwise: In March 2009, the company acquired Fictionwise, Inc. (Fictionwise), a company in the eBook marketplace. The eBookstore on Barnes & Noble.com enables customers to buy eBooks and read them on a range of platforms, including NOOK, the company's eBook reader, iPad, iPhone and iPod touch, BlackBerry and Motorola smartphones, as well as most laptops or full-sized desktop computers.

Tikatok: In September 2009, the company acquired the assets of Tikatok Inc. (Tikatok).

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Tikatok is an online platform where parents and their children and others can write, illustrate, and publish stories into hardcover and paperback books. On its Web site, Tikatok makes available its patent-pending StorySparks system, which helps to walk children through the process of creating and writing stories and expands the company's reach to additional parents, educators and librarians.

Sterling Publishing: The company's subsidiary Sterling Publishing is a publisher of non-fiction trade titles. Sterling publishes a range of non-fiction and illustrated books and kits across various

The above Company Fundamental Report is a half-ready report and contents are subject to change.
It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.
2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

- What composes a threat of substitute products and services?
- Is there a threat of new competitors entering the market?
- What is the intensity of competitive rivalry?
- How big is the bargaining power of buyers?
- How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

- Tangible resources
  - Financial
  - Physical
  - Technological
  - Organizational
- Intangible resources
  - Human
  - Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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