The National Geographic Society (A) (Abridged)

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Looking into NGS

It is a 125 year old non-Profit scientific and educational organization that operates in the Print media industry.

Want to expand into e-commerce market after 2008 due to global tech and media development

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SWOT Analysis

Strengths:
- Ability to innovate and adopt organizational structure and products.
- Management ability to predict future environments.
- Managements ability to identify and solve organizational problems.

Weaknesses:
- Lack of coordination across HCE units.
- Highly decentralized.
- Reduced productivity.
- Stiff competition in the market for data centers.
- Leads to competition between sectors.
- Difficult to implement.
- Struggle in putting brand and monetizing it.

Opportunities:

Threats:
- Political regime changes in the data center.
- Economic downturn.
- High cost of establishing new centers.

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STRENGTHS

- Ability to innovate and adapt organizational structure and products.
- Management ability to predict future environments
- Managements ability to identify and solve organizational problems.
WEAKNESS

- Lack of coordination across NGS units
- Highly decentralized
- Reduced productivity
- Sell too many products to customers (e.g., Magazine, catalogs, etc.)
  - Leads to competition between sectors
  - Difficult to manage
  - Struggle in pushing brand and monetizing it

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OPPORTUNITIES

• Expansion into digital and social media with a forceful e-commerce strategy

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THREATS

- Decreasing demand for print media, together with increased interest in substitute products like e-commerce and digital media
  - Caused by global trends towards digital media (greater availability) and growing acceptance that print media is directly responsible for deforestation
  - NGS may not be able to sustain in its current industry, challenge of updating itself
- High threat of substitute products
Lack of motivation amongst the employees
Communication problems internally that results in inefficiency, low productivity levels and employee frustration.
Dying industry of print media affecting potential revenue levels in the future.
Brand loyalty decreasing, people feel like subscribers instead of members of a important club.
Losing net traffic to NGS websites due to each department having their own website which confuses people and they have to browse heaps of sites before getting what they want.
Problems faced while getting into e-commerce due to the different departments needs.