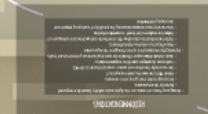
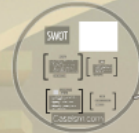
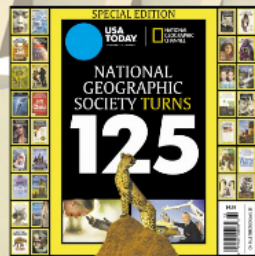


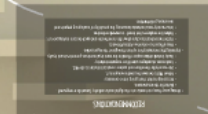
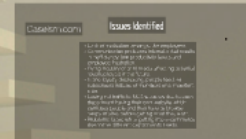
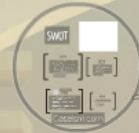
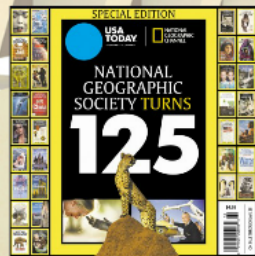
# The National Geographic Society (A) (Abridged)

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# 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



## 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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## THREATS

- Decreasing demand for print media, together with increased interest in substitute products like e-commerce and digital media
- Growing global trends towards digital media (greater availability) and growing acceptance that print media is directly responsible for deforestation
- MS may not be able to sustain in its current industry, challenge of rebuilding brand
- High threat of substitute products

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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.

## OPPORTUNITIES

Typical case right and could make with a benefit in present or day

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  - 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

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## Issues Identified

- 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.