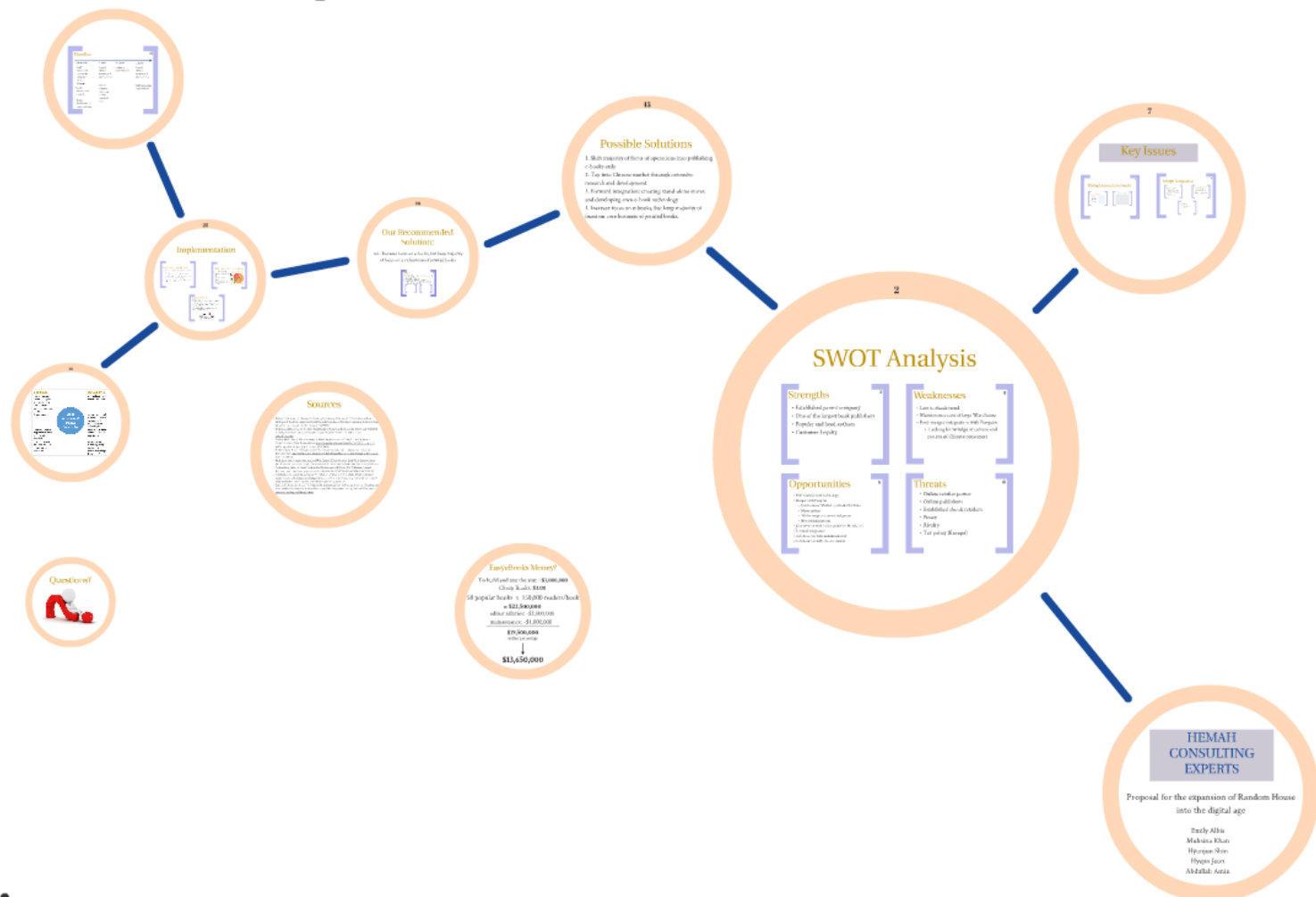
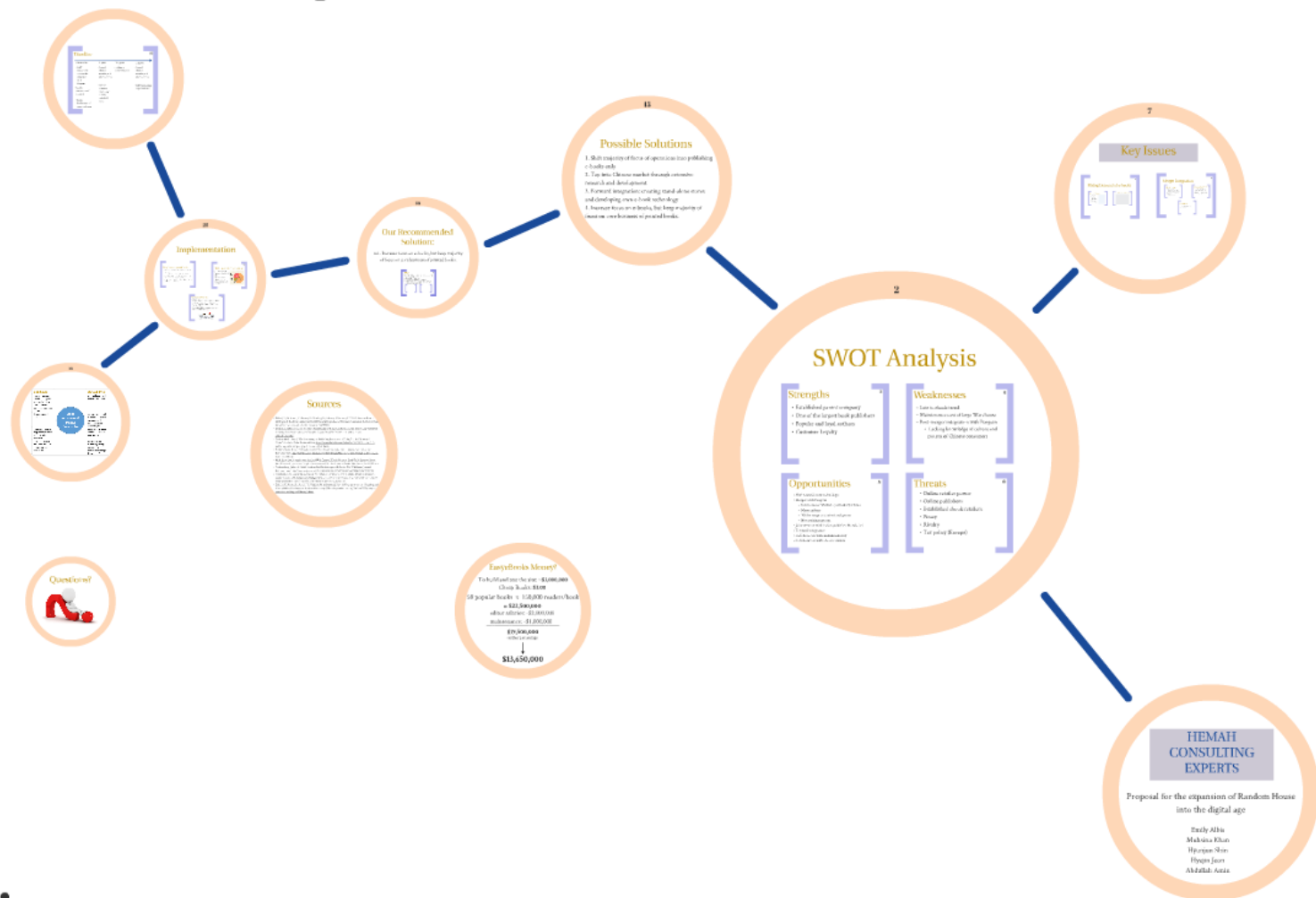


# Random House: Shifting To E Books In A Globalized World



**TheCasesolutions.com**





# HEMAH CONSULTING EXPERTS

Proposal for the expansion of Random House  
into the digital age

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# SWOT Analysis

## Strengths

3

- Established parent company
- One of the largest book publishers
- Popular and loyal authors
- Customer Loyalty

## Weaknesses

4

- Late to ebook trend
- Maintenance cost of large Warehouse
- Post-merger integration with Penguin
  - Lacking knowledge of culture and pattern of Chinese consumers

## Opportunities

5

- Shift towards new technology
- Merger with Penguin
  - International Market - particularly China
  - More authors
  - Wider range of content and genres
  - New pricing options
- Joint venture with Italian publisher Mondadori
- Forward integration
- Collaboration with mobile industry
- Collaboration with ebook retailers

## Threats

6

- Online retailer power
- Online publishers
- Established ebook retailers
- Piracy
- Rivalry
- Tax policy (Europe)

# Strengths

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