

And its Downward Spiral

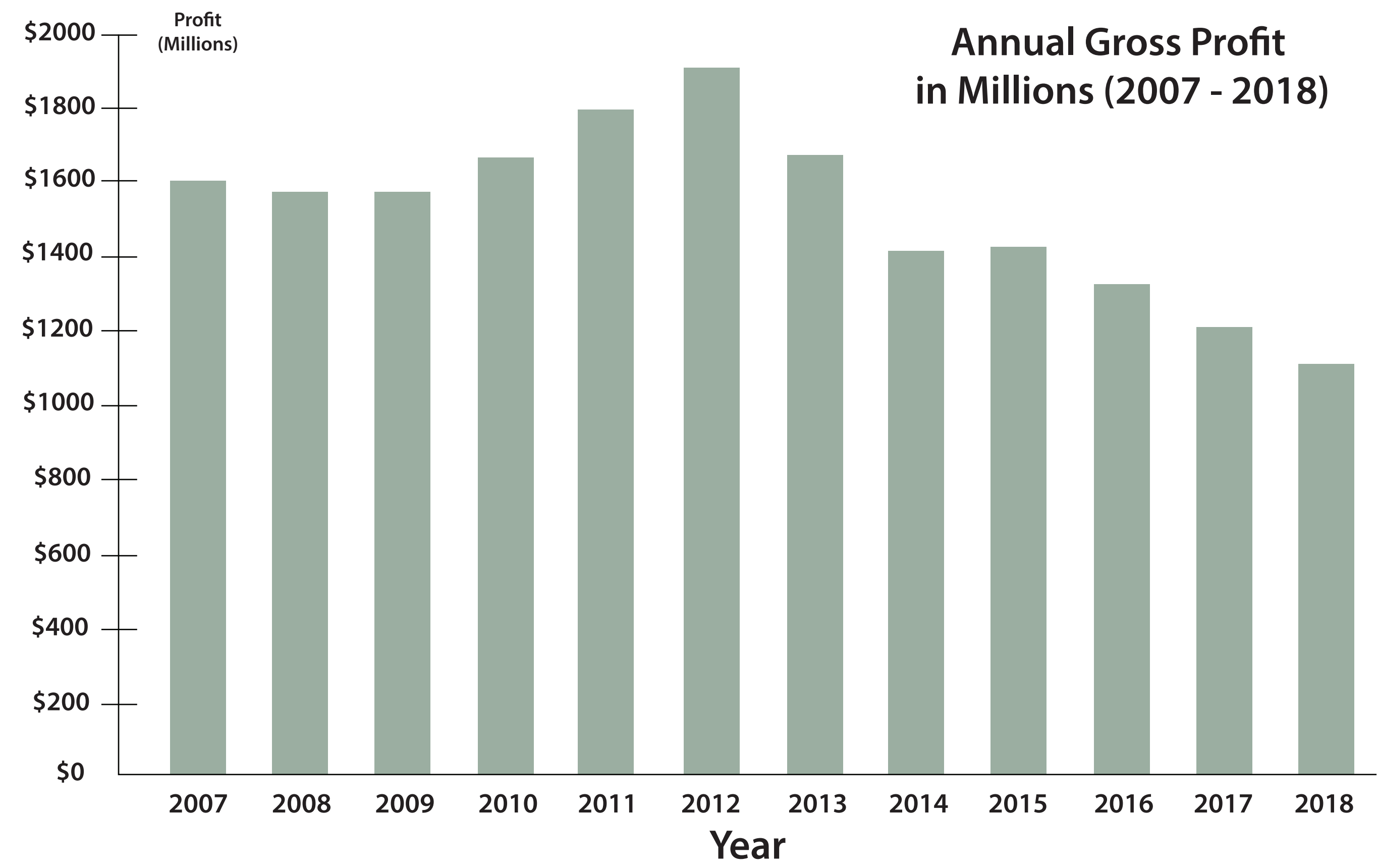
Source: Barnes & Noble Year Annual Reports

Barnes & Noble has been one of the longest running and operating bookseller for most readers over many years. Many stores across the US still exist and housing many titles in print. As the years went on, developments and advancements developed impact reading and Barnes & Noble.

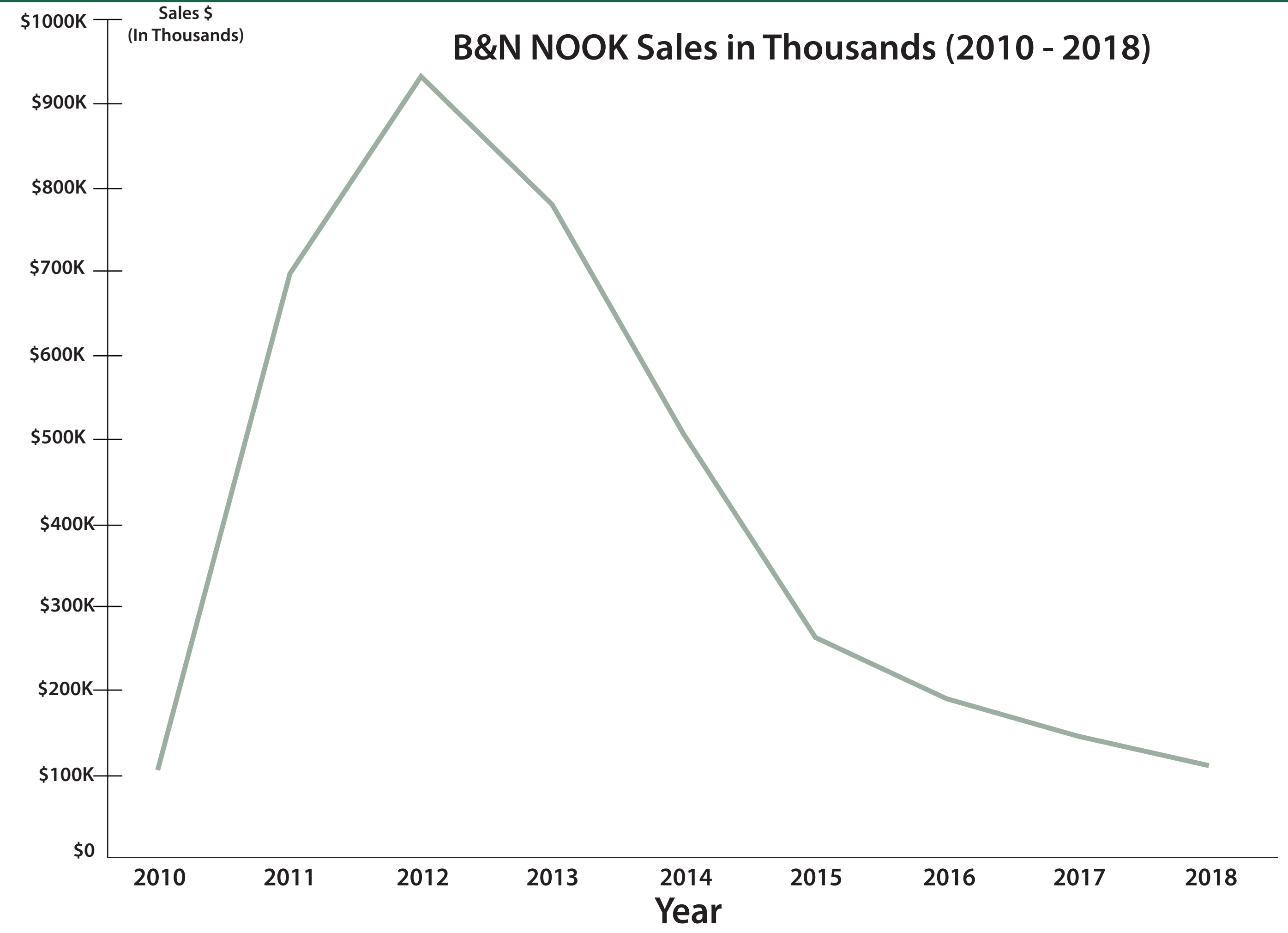
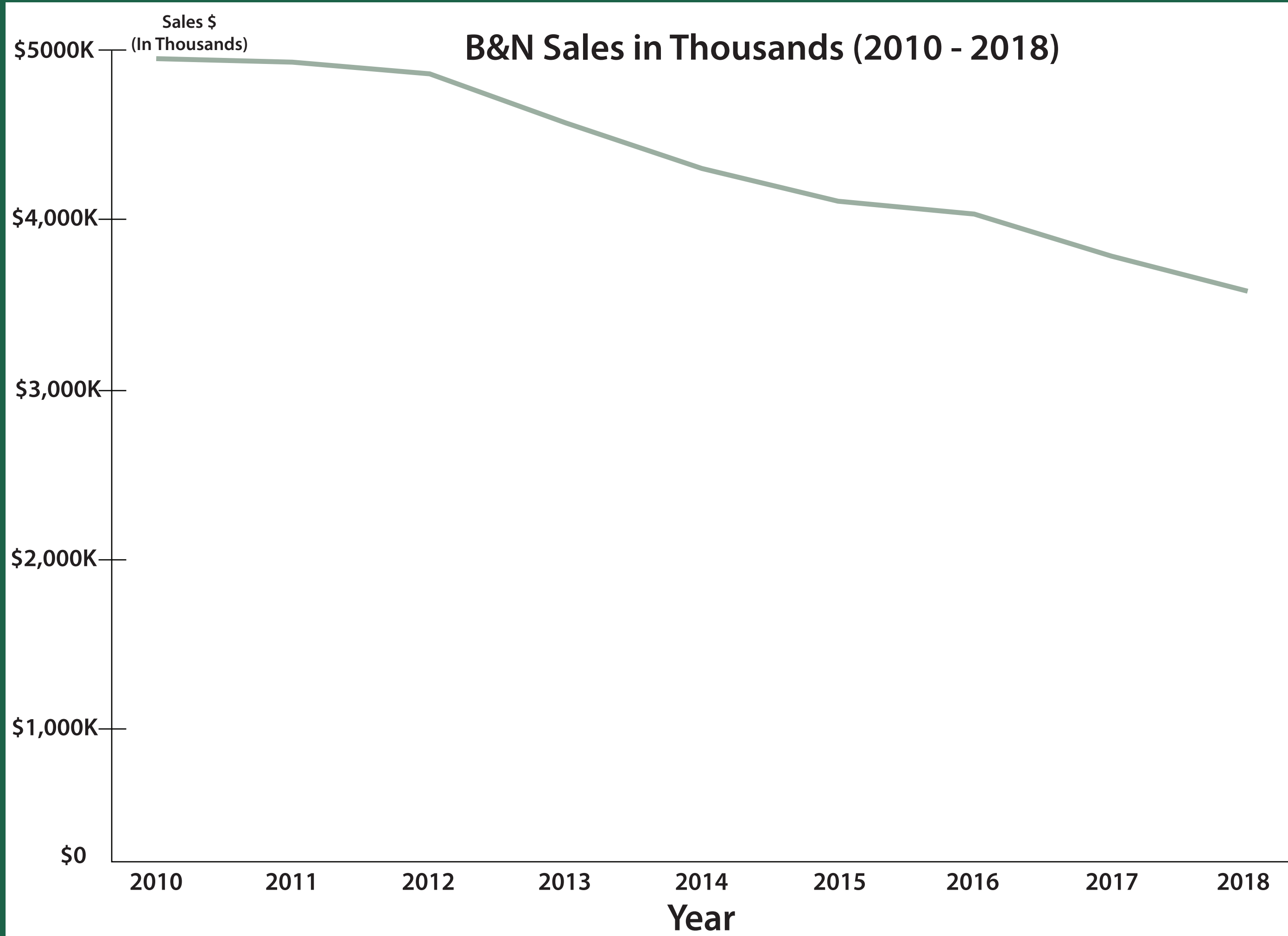
Around 2010, Barnes & Noble went digital by releasing their newest tablet product the NOOK. This gave access and possibility for e-books and downloadable digital reading. At first, the NOOK and it's sales rose as did improvements and additions to it's features like wifi and it's technical specs.

However as the years went by, the sales have gone down starting after 2012. As a bookseller, this idea seemed great at first but it seems readers these days are not too interested in buying the tablet.

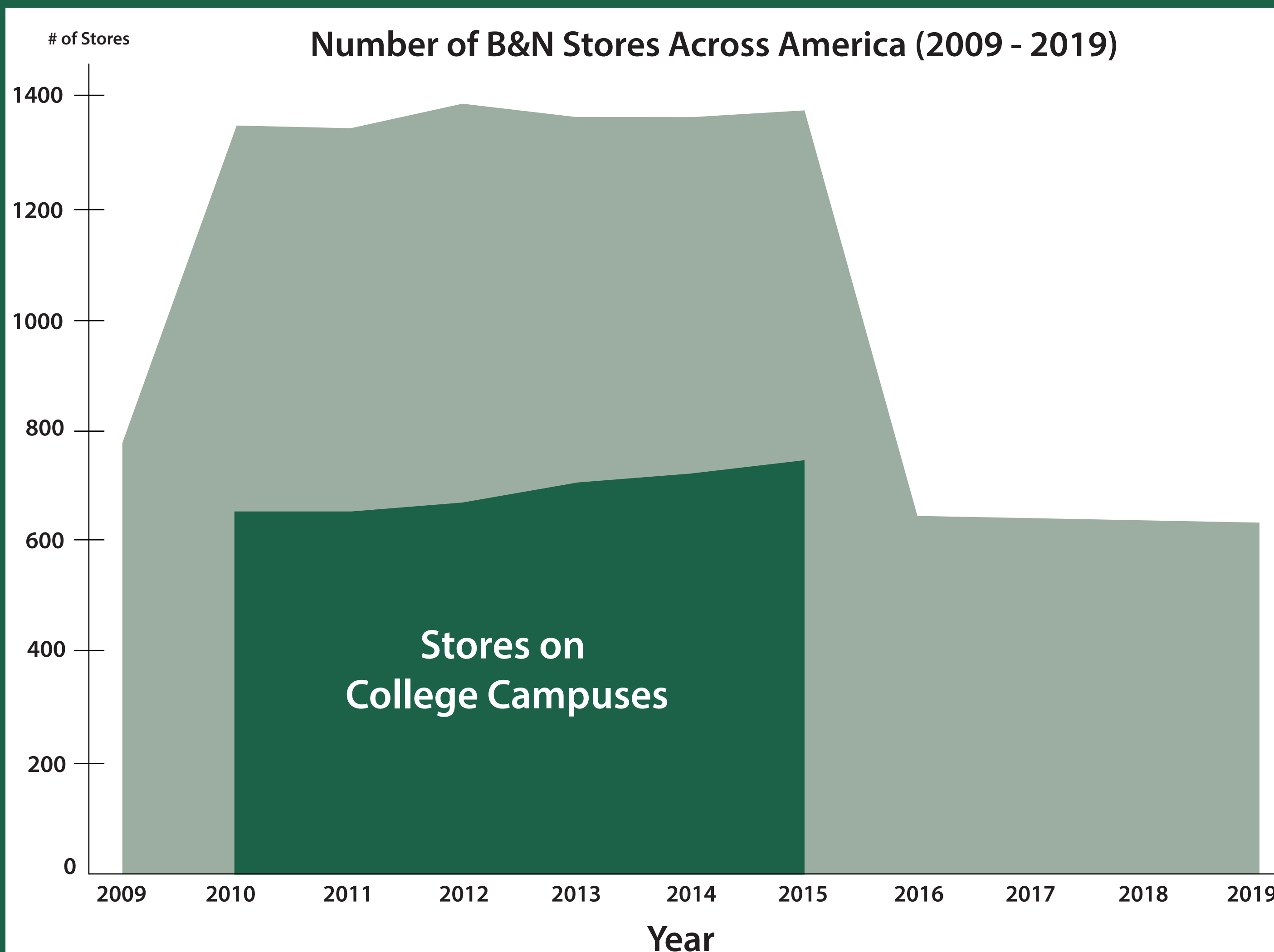
This reason may be due to the rise of other similar tablet products and new potential competitors. Now these days there has been a rise in competitive businesses like Amazon. They have their own books service and their Kindle tablet similar to Barnes & Noble. Amazon is a very different business compared to Barnes & Noble by being more online focused.



History



Sales



Aside from competitors, the general assumption that newer generations and people just don't read books anymore. From personal experience and observations visiting my local store, the number of visitors is on the smaller side. I'm not exactly sure if there is any research or evidence of the decrease in reading by the public.

As a returning customer, I also have many questions that I think impact Barnes & Noble. For example the fact that readers can essentially read anything in the store for free and that there's no solid reason to buy the books you read in the store. It's similar to a library but it always crossed my mind since i've read many books and just put them back on the shelves.

In the end, there has been a noticeable downward trend for Barnes & Noble. Profits, stocks and sales have seen continuous decreases over the years. Many stores across the US are closing down resulting in cutting jobs. I have personally seen a Barnes & Noble store near me close down which forced me to frequent a farther store. This new store is farther which complicates times I can visit and actually made me rely on purchasing books through the website which was an alternative.

No one is sure what the future of Barnes & Noble is. People are aware of the declining trends and question the businesses survival. As a customer and fan of books, reading and the business I hope that Barnes & Noble stays.

The Future