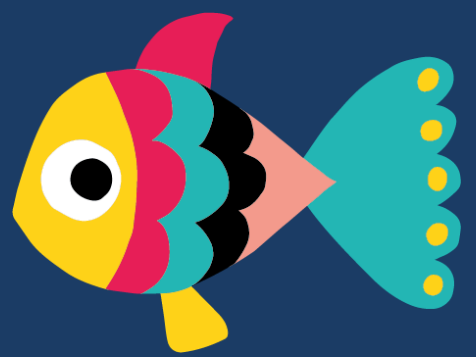


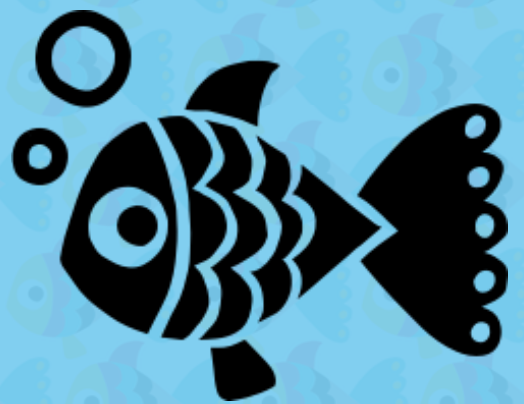
# GUPPY BOOKS

Little fish. Big splash.



## WHAT IS GUPPY BOOKS?

Guppy Books is a small independent publishing house based in Oxford. They produce children's literature for ages 5+. They are 'small, colourful, carving their own path and trying not to get eaten by a whale.'



## WHO ARE THEY HERE FOR?

Although producing content for ages 5+, the majority of books printed thus far are for middle-school children. To reach their audience, however, they must also appeal to teachers, parents and librarians.



## WHAT DO THEY DO?

- Books, in hardback, paperback, ebook and audiobook.
- Teacher resources to pair with books for key stages 1-4
- Entertainment material, including badges, colouring-in sheets and bookmarks
- Author visits to schools (currently digital)
- Growing their collection of purchasing foreign rights to publish in the UK.



## HOW DOES GUPPY MARKET PRODUCTS?

Each book has a bespoke plan made to reach the audience through a combination of marketing and publicity. This has included:

- Book fairs and festivals
- Author books tours and school visits
- Social media posts
- Public events (pre-corona, there were plans at Kenilworth Castle)





## HOW DO THEY REACH OUT TO SPEAK?

- Company website
- Email newsletter
- Social media (Facebook, Twitter, Instagram)
- In-person meetings, talks, etc.



## THE GUPPY SHOAL



Currently one full-time: Bella Pearson. Founder and publisher for 20+yrs. Freelance team includes:  
Hannah Featherstone, fiction editor  
Ness Ward, art director and book designer.  
Alison Godsby, design and production  
Salvador Design. Branding and cover design.  
Catherine Alport, publicist  
Amy Dobson, publicist and marketing (especially digital)  
Anne Renee, colour production  
Salvador Design, branding and cover design

## ENTERING WIDER WATERS

Guppy Books is a small operation that swims with the bigger fish to make their content as high-quality as possible. This includes outsourcing foreign rights to Sarah Pakenham, distribution to Michael O'Mara, another independent publisher, and industry giant Hachette.



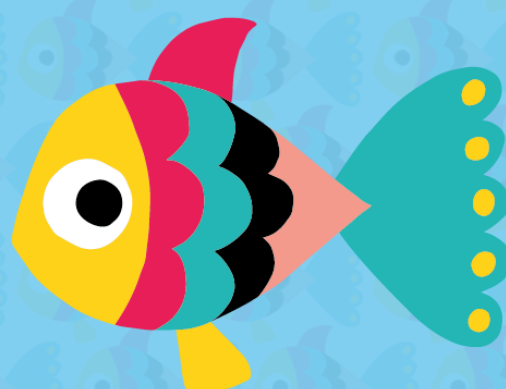
## SHINING THEIR SCALES



Guppy works hard in curating a reputation as a small but industrious independent publishing house built on collaboration. They work on creating quality content that appeals to both audience and gatekeepers. There is also an emphasis on remote cooperation that may be an attempt to provide an edge on competitors given the working condition in current times...

## CARVING A NICHE

This image as an independent publisher extends even into the name: Guppy Books. Founder Bella Pearson has revealed she chose this name for because it's a small fish in a big ocean of industry, drawing attention because it's colourful and interesting.







## INVESTIGATING ORIGINS: STARTING THE SPLASH

Guppy Books is in its infancy, having been running for barely three years. Licensed as Guppy Publishing in September 2018 by Mrs Arabella Hall (otherwise known as Bella Pearson) from Oxford.

## COUNTING THE TREASURE CHEST

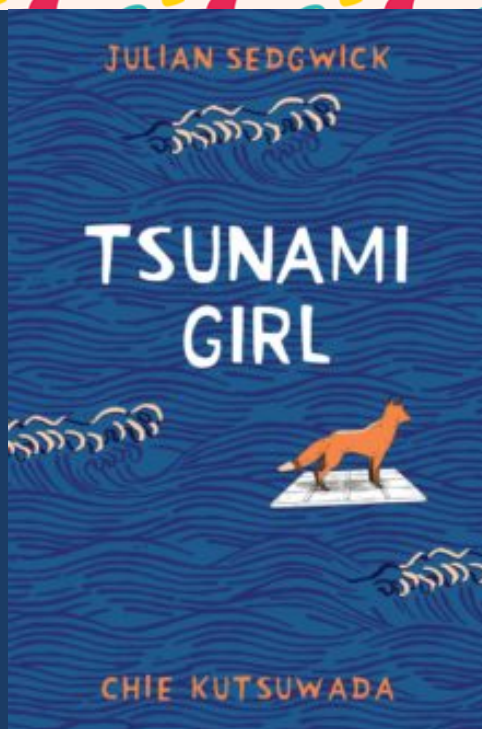
This is an extract from Guppy's most recent balance sheet showing their assets.

GUPPY PUBLISHING LTD STATEMENT OF FINANCIAL POSITION AS AT 30 SEPTEMBER 2020			
		2020 £	2019 £
Fixed assets		998	700
Current assets	38,827	30,090	
Prepayments and accrued income	41,737	32,158	
Creditors: amounts falling due within one year	(161,564)	(92,821)	
<b>Net current liabilities</b>		(81,000)	(30,573)
<b>Total assets less current liabilities</b>		(80,002)	(29,873)
Accruals and deferred income	(7,777)	(5,859)	
<b>Net liabilities</b>		(87,779)	(35,732)
<b>Capital and reserves</b>		(87,779)	(35,732)

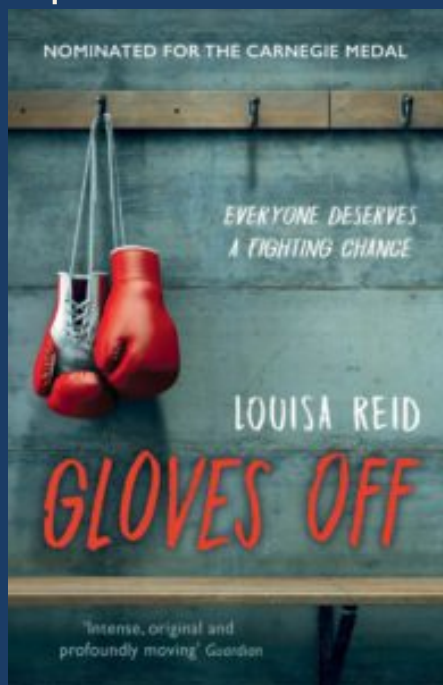
## FRY TO FISH: GUPPY GROWS



Guppy began as a one-woman company. It is now a promising young publishing house that has received multiple awards and nominations for its content (including Carnegie Medal, four Sunday Times 'Children's Book of the Week', BookTrust's 'Book of the Month', Costa Book Award), been mentioned in The Bookseller eleven times, and have already published eighteen novels for their audiences.



A splash of their titles





# Analysing Guppy

## SWOT

**Strengths-** Strong team used to operating remotely yet collaboratively; range & amount of experience collectively is strong; already have good titles (less than 2yrs in) with one series looking to be promising; small size allows versatility; new so can diverge without breaking brand.

**Weaknesses-** Still a new company fighting to establish itself, so precariously placed; limited backlist, so little reliable or established revenue streams; only one full-time employee.

**Opportunities-** Large network of contacts; new to the market, so stirs interest; forming international links to bring new content to audience.

**Threats-** Coronavirus and bookshop closures threatened income; small, so less noticed by professionals, authors and audience; gatekeepers to audience (teacher, parent, librarian) can easily block access.

### SWOT ANALYSIS

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	<b>S</b> Strengths	<b>W</b> Weaknesses
External origin (attributes of the environment)	<b>O</b> Opportunities	<b>T</b> Threats

## BCG MATRIX

Currently, Guppy is a Question Mark. High growth due to size and amount of content already released after only two years. Children's (fiction) publishing is also a high growth market due to increased demand for content to entertain and educate the young. But Guppy is still a new venture and does not have enough impact on the market at this point to be considered a Star. (This being said, within Guppy itself, their children's list is a Star asset.)

## PORTER'S 5 FORCES

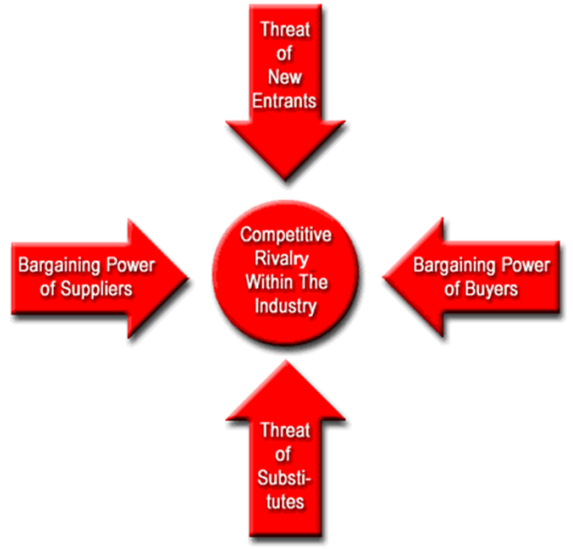
**Industry competition-** Guppy is very small in an already competitive market sector that contains several industry giants.

**Threat of New Entrants-** As a growing field, children's publishing is experiencing an influx new companies (Guppy itself being fairly new to the table), with limited barriers compared to certain other industries (no formal qualifications needed, for example).

**Bargaining Power of Buyers-** Major chains could demand high discounts; gatekeepers can be demanding when buying children's literature.

**Threat of Substitutes-** Alternative books formats require production & formatting diversity; many children's books on the market so buyers have a lot of alternatives.

**Bargaining Power of Suppliers-** Guppy is small with limited bargaining power against business associates; many other companies, so can switch to alternative businesses in some cases.



## THOMPSON'S 5 TYPES OF CAPITAL



**Economic capital:** Limited due to only just becoming a company with a still-limited income and costs from forming & running.

**Human capital:** One full-time and one part-time employee, with a large freelance team, forming a strong network of staff with diverse and extensive experiences and expertise.

**Social capital:** Extensive web of contacts and strong links to both the freelance team and distributor companies.

**Intellectual capital:** Limited due to recent nature of company, but expanding fairly quickly for the size of the company, with international rights included.

**Symbolic capital:** Minimal as a company, but individual employees and freelancers have positive reputations within the industry.

## LOOKING FORWARD WITH PESTEL

**P-** Increased political uncertainty as Brexit kicks in; international rights demand on international agreements and laws remaining consistent.

**Economic-** Small company with limited income and substantial debt.

**Social-** Coronavirus strains interpersonal relations.

**Technology-** Increasing distance-collaboration improvements; more varied book formats with higher demand for digital

**Environmental-** Increased demand for sustainably sourced materials and ethically produced goods may be an area to look to in the future.

**Legal-** As content production company, must keep up-to-date on copyright laws labour laws regarding freelancers.

<b>P</b>	<b>OLITICAL</b>
<b>E</b>	<b>CONOMIC</b>
<b>S</b>	<b>OCIAL</b>
<b>T</b>	<b>ECHNOLOGY</b>
<b>E</b>	<b>NVIRONMENTAL</b>
<b>L</b>	<b>EGAL</b>