ST3008: Team 5

# Interview 1 – K.Whitbread, Pulp Novels

* Pulp based in Manchester, v successful, book offerings performing well.
* Pulp performing strongly in UK, Ireland, Australia.
* Pulp looking to expand into Europe
* Power Printing was “recommended” by “word of mouth” from another publisher. **\*\*\*** Who is the other publisher?
* Ken very impressed by Penny “driving force” of Power, “brings it to next level”
* ***\*\*\**** *Ken will have to check whether we can get a copy of contract*
* 3yr contract with a review at the end of these 3.
* To be signed in Apr 2018. Print to begin Jan 2019.
* **\*\*\*\*** Payment paid per book printed, unsold books go to be pulped, Power get 15% of gross income from Pulping.
* **\*\*\*\*** 30,000-50,000 books per week.
* Quote based on subscriptions gained over in current business.
* Different subscription packages offered. (Frequency of when books delivered varies)
* Customer loyalty quite important.
* **\*\*\*** Translating existing books into other languages. Translation issues? Context issues? Taste of market?
* May go to local market to find new authors for new books.
* German market primary goal, maybe Sweden after, Italy, France.
* Current small-size operation in the Netherlands, Sweden. For English Speakers.
* May be looking for Dutch & Swedish authors for books in those localities.
* **\*\*\*\*** Book fair in Frankfurt due to take place, opportunity to test the market. Date unconfirmed.
* **\*\*\*** “Building presence” in Sweden & Netherlands. Some figures??
* 3 year process import to gauge suitability for working relationship between Pulp & Power.
* “Mike coasting” “Is he going to be the one to drive Power forward”, Questioning his ambition/enthusiasm.
* Ken values RELATIONSHIPS, AGAIN big Penny fan.
* **\*\*\*** Not exclusive contract, other printers required as they have such a large distribution load. All other printers are at capacity.
* **\*\*\*\*** Ken needs to check the scale of our contribution to their demand. (1st largest? 3rd largest?)
* **£9 Per Book Printed, £15 Retail Price**
* **Storage in Power, Collected by Pulp.**
* Pulp haven’t considered a German (local) printer. Lots of cons to moving into new market (laws, regulations, currency risk, etc.)
* 7-10 Year bracket to consider the multi-national, local printing company expansion
* Brexit ok/positive. Not an issue.
* Guarantee “in the contract” is 35,000 books per week
* **\*\*\*\*** Sales of each genre of book should be attainable.
* **SEND ON ANY QUESTIONS/CLARIFICATIONS**