Noah Edward Hall

Juan A. Bettiz

Robert Tjan

# Vision

To profitably promote literacy & social justice around the world

# Mission

We sell books in the global marketplace while increasing environmental and social awareness

# Michael Porter’s Five Forces

1. Threats of new entrants
   1. Amazon, apple, HP, RIM, Sony have all developed ebook readers
   2. BWB has to compete with multiple new market entrant for “conceptual space” in peoples minds as “the” socially and environmentally responsible used-book company.
   3. Competiters can easily learn and adopt BWB’s business model, e.g. advocating social issues. This can also be seen through :copycats” like Books4Cause
2. Bargaining power of suppliers
   1. Suppliers have a range of options to market their books to consumers, suppliers can always choose the marketplace/distribution channels whom provides the highest margin for their books
   2. Suppliers are flocking to e-readers and adopting straight to consumer business models
   3. Suppliers are constantly finding new and more powerful partners, like Google Ebooks
3. Bargaining power of buyers
   1. comparing prices across the competitive set, buyers can always select (and thus demand) the lowest price
4. Threat of substitute products or services
   1. The supply of used, printed books is likely to shrink due to the increasing popularity of e-book readers such as the kindle
   2. Audio books are becoming more popular
   3. New books are wanted from higher-end consumers
5. Rivalry among existing competitors
   1. Amazon is a mega-threat which current BWB suppliers & partners can list their books and receive a higher margin
   2. Half.com lets sellers keep at least 85% of profit and can list their books for free and set their own prices (is now owned by ebay and is half.ebay.com)