**SWOT ANALYSES ON DON BOSCO PUBLICATIONS – April 2017**

**STRENGTHS:**

* **Publication of Books (currently 50 titles – 2 reprints and 5 new in the past 12 months) – re-brand of the image of DBPubs**
* **2 part-time staff**
* **Good staff response to enquiries, promotion and sales**
* **Strong links with Secondary Schools**
* **Excellent day to day control in finance, gift aid, database**
* **Rapid upskilling of staff in the past 12 months**
* **Strong support from the Salesian Province**
* **Excellent magazine and Salesian Calendar**
* **Recent tie-up with Salesian Link and amalgamation of offices**

**WEAKNESSES:**

* **No effective marketing strategy**
* **Limited range of titles – especially in the Primary School age**
* **Limited number of authors**
* **Lack of e-books aimed towards young people**
* **Financial stability - £80,000 support per annum from Province**
* **Part-time operation and the Director is also Vice-Provincial and responsible for Youth Ministry in the Province, and Social Communications and Media**
* **Poor sales support from Salesian works**

**OPPORTUNITIES FOR GROWTH**

* **Developing a marketing strategy**
* **Training opportunities**
* **Internships/Placements for students**
* **Developing the skill base of the staff**

**THREATS/CHALLENGES**

* **Small market for religious books in the UK**
* **A number of very large religious ‘booksellers’ dominating the market**
* **Finances**