

The rise and the fall of the subscribers in a small publishing company - How can be possible to reach a profitable and sustainable pattern?

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The publisher "GRAFILL" has been founded at the end of the 80s by a tireless architect. He believed that there was a lack of qualified and punctual sources of information in his sector (e.g. laws concerning public buildings and related fields). To satisfy his needs and those of people who work in the same sector, he created a review and - with other authors - a series of specific books and software to be better supported in their tasks.

During the first 4th years his company faced a growing trend that seemed never to end up. The number of review subscribers doubled twice, since they reached 750. Company sales and bank accounts grew up and a new employer was hired. But, such an increasing stopped at the end of the 6th years, where the number of review's clients began to decrease.

How can be explained such a raise and fall of the subscribers? What can GRAFILL do to win his competitors?

Actually, the entrepreneur and his direct collaborator are asking themselves to find out the right answer. They aim to reach a profitable number of review subscribers that can be maintained over time.

Company past behaviors and future strategies have been investigated from a system point of view. A System Dynamics modelling approach has been developed in order to understand possible reaction of the business structure dynamics and to foster learning among the entrepreneur and his collaborators.