CHALLENGES OF PUBLISHING IN NORTHERN NIGERIA

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One of the oldest business enterprise in Nigeria which by 2017 should have been a role model for other emerging businesses should emulate.

The beginning: a) First Publishing house in Nigeria 1846 (before 1914 amalgamation) in Calabar-Cross River state by Rev Hope Waddle

b) Second publishing house 1859 by Church of Mission Society(CMS press)in Abeokuta.

c) Third Onibonoje Publishers 1959

Strength: it include but not limited to:

a) numerousity of themes for publication

b) readily available contributors/ writers

c) experienced and quality staff

d) space of practice and operation

e) publishing infrastructure and equipment

f) electronic publishing facilities

Opportunities; it include but not limited to:

a) low density of reading culture and literacy promotion campaigns

b) upsurge of public and private non-formal, elementary, secondary school and tertiary students' enrollments

c) policy on teaching vernacular languages in schools and authorities' patronage

d) political elections, enlightenments and campaigns

e) socio-economic empowerment programmes

f) cultural rejuvenation, integration and custodianship

g) religious propagations and integration

h) small and medium scale businesses and vocations

Weaknesses; it include but not limited to:

a) lack of articulated vision, mission and objectives of the publishing enterprise

b) lack of strategic plans

c) poor financial capital

d) unreliable sources of funds

e) poor funds administration/management

f) dilapidation of publishing infrastructure and facilities

g) poor marketing strategies

h) inconsistencies and no reliability on the recommended texts for schools especially due to constant changes in curriculum and course contents

i) low density of market places and patronage

j) poor understanding and underestimation of market opportunities

k) poor understanding of customer strategic needs and wants

l) inadequacy of and incapacitation to hire qualified and skilled personnel

Threats; it include but not limited to:

a) electronic publishing

b) increasing rise in authors' personal publishing endeavours

c) rising costs of publishing equipments and consumables

d) lack of collaboration among publishing houses

e) increasing rise in piracy activities

f) unwillingness of bookshops to patronise/stock non recommended school texts

g) hike of bribery and corruption in publishing chain

h) low quality standards of locally published materials

i) business competition between local and foreign publishers

j) customers' preferences of foreign published products

k) concomitant effects and influences of social media on published products

l) concomitant effects and influences of electronic media on published products

Concluding remarks: It is believed that the future of publishing in the Northern Nigeria and indeed in the country as a whole is bright. However, the extent to which it should flourish as a successful business enterprise will largely depend upon how the weakness and challenges identified are eliminated or ameliorated to a greater extent; while at the same time, more efforts are made for increases in areas of strength and opportunities.