

# SH:Z

name of the company	sh:z
name of the managing director	Christian Arbien, Axel Gleie, Thomas Keßler, Joachim Liebler
service/s provided	news paper (local, regional, Germany, world wide) ; photo action
number of staff	more than 1400 in SH, HH (39 locations)
revenue	/
location	Flensburg Mürwik (underneath the Twedter Plack, Fördestraße)
market area	Schleswig-Holstein, Mecklenburg-Vorpommern, Brandenburg, Niedersachsen
number of customers per annum	520.000 readers
location factors	good location → central of Flensburg
history	<p>18th March 2005: sh:z adopted the Schweriner Volkszeitung and the Norddeutschen Neuesten Nachrichten from Rostock</p> <p>2005: sh:z get the Lokaljournalistenpreis from the Konrad-Adenauer-Stiftung</p> <p>5th November 2007: sh:z started a daily well-tended website as the first newspaper publisher of SH</p> <p>2013: new sh:z house in FL</p>
business development	also a headquarter in Osnabrück
reputation	Good reputation, because lots of people read it; easy to understand

# SWOT-Analysis

<p><b>Strengths</b></p> <ul style="list-style-type: none"><li>- communication (contact person in four different states of Germany)</li><li>- strong management</li><li>- good location (one compilation in Flensburg and one in Rendsburg)</li></ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"><li>- events that happen late in the evening don't appear in the newspaper the next morning</li></ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"><li>- grow bigger</li><li>- more compilations in SH</li></ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"><li>- only online newspaper -&gt; no printed newspaper</li></ul>