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# Marketing

ABC Films and Theaters Limited

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## **Executive summary**

Marketing is a functional strategy of a Company which is to be used for attracting the customers to increase the sales and make customer loyalty towards the brand name. The Report has concerned about the new product development in the ABC Films and methods that the Company can use to promote the product which they are going to offer. Using the marketing mix strategy and the illustration of the objectives of the new product introduction, the report demonstrates the ability of the company to use the new product concept in the marketplace for earning better profits. The special show concept is the concept that the Company is planning to offer and manage using the corporate clients for purchasing that product at a fixed price. A traditional cinema chain which has values & it can be used to promote the special shows and legal and credit risk can be made minimum.

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## Table of Contents

Executive summary.....	1
List of Tables & Figures .....	3
01. Introduction.....	4
1.1 Introduction to the Company .....	4
1.2 Summary of film industry .....	4
02. Marketing environment analysis.....	5
2.1 PESTEL Analysis .....	5
2.2 New marketing strategy to be followed .....	7
2.3 SWOT analysis of the special show product .....	7
03. Objectives to be achieved from Special show concepts .....	9
04. Market segment & Positioning strategy.....	10
4.1 Market segment.....	10
4.2 Target market .....	11
4.2 Positioning strategy.....	11
05. Marketing mix strategies.....	12
06. Recommendations and conclusion.....	15
References.....	15

## List of Tables & Figures

Figure 1 - PESTEL Analysis.....	5
Figure 2 -SWOT analysis.....	8
Figure 3 - The STP Process & Marketing Mix .....	12
Figure 4 - Marketing mix .....	12
Figure 5 - Mckinsey 7-S framework.....	14
Table 1 - Construct the marketing mix .....	14

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## **01. Introduction**

### **1.1 Introduction to the Company**

ABC Films and Theaters Limited is a private Company, which established in 1959. Presently, it is the market leader in the film industry and engages in all the film related activities such as film importing, film distributing, film exhibition and film producing. Currently, there are 180 employees who are working within 30 cinema chain under the ABC Films and Theaters. The marketing team of the Company is provided a much support for the revenue generation and time to time introduce new revenue generation windows for the Company. Head of marketing, sponsorship manager, manager, digital and activation and publicity manager are the officers in the Company under the marketing department. The marketing team has a responsibility to keep the market trend and attract new customers for the cinemas. Further, they are given a target to increase the patron basis to increase the revenue generation as well. It provides better and quality entertainment experience for the customers as the main objective of the Company and for this, the marketing team has a responsibility to choose the film lineup, fixing cutouts and publicity in the social media, dialog TV etc. (ABC Films and Theaters Limited, Annual Report, 2014/15)

### **1.2 Summary of film industry**

Film industry of the Sri Lanka is not well developed due to lack of government support. Presently, there are only 170 theaters in the Island wide and in 1980's, there were more than 300 theaters in the Country. In 1995, NFC allowed to maintain a film circuits in the country to the private sector and today, there are 5 circuits in the operation. ABC, LFD, MPI, NFC and CEL are the circuit's owners in the country. Any of the producer needs to go to these circuits for distributing their film in island wide. Today, there is an increasing population growth in the rural population, a changing family system and changes in the role of women and a better educated and white collar population and increase diversity. Those factors directly affected on the local film industry. Because of when population is increasingly having to build new cinema halls and develop facilities. (ABC Films and Theaters Limited, Annual Report, 2014/15) Most of the youth and middle age people now interest for the outside entertainment activities rather than restricting to a seat. Therefore, there is a tendency of outside entertainment shows. The younger generation will prefer to do adventure activities, therefore in the future film industry

need to focus on adventure type films rather historical and romantic films. Most of the film producers try to make 3D animation films for kids. They try to catch children. Therefore, film industry needs a radical change for enhancing the quality of the domestic films and marketers can play a critical role in this regards to their marketing experience and knowledge.

## 02. Marketing environment analysis

### 2.1 PESTEL Analysis



Figure 1- PESTEL Analysis

#### 1. Political environment

This is consisted with laws, agencies and groups which influence or limit the company actions. The political environment has under some three changes that affect the operational process. (Kotler & Keller, 2009) Increasing legislation regulating film industry, strong government agency enforcement and great emphasis on ethics and socially responsible actions. Following trends in the film industry can recognize in terms of the political aspects;

- NFC has introduced a new levy and due to that ticket price will increase by 30/-
- Ongoing discussion on the change of circuit system will have an impact on the Company's cash flows.

Therefore, marketers need to comply with all the ethical matters in the publicity and need to choose films which are most suitable for the public otherwise government will not give permission for distributing the films in island wide.

## 2.Economic environment

Today, people are seeking a greater level of satisfaction just the right combination of good quality of the film and happiness at a fair price of the tickets. Another factor is the distribution of income also is shifting. In order to give an aggressive publicity to attract the Customers, marketing people need to analyze the economic situation of the country, whereas in present

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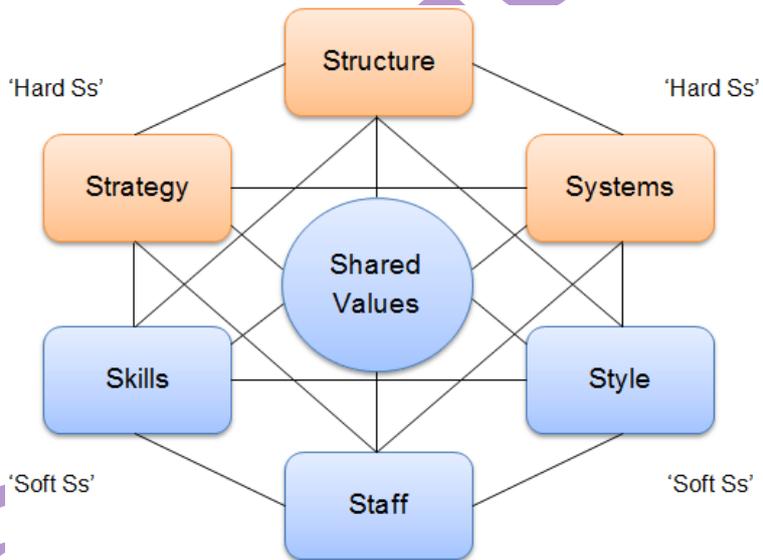
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