

Death of Movie Theatres

Movie Theatre Attendance has hit a 24-Year-Low, and 2018 may be worse out the company's strategy as a public company and what it would take to successfully pursue that strategy. 2017 was a rough year for movies. If you weren't a massive surprise hit, you were probably out and gone in two weeks with nobody noticing. According to the National Association of Theater Owners, it led to a year where admissions were down to levels not seen since the '90s. And depending on your view of the film industry, 2018 may be a whole lot worse.

Attendance is important because theaters need butts in seats, not to watch movies. Increasingly, theaters need you to show up and buy snacks and drinks, or they're in serious trouble. The Challenges to name a few are

1. Online availability of movies
2. Piracy
3. Different modes of entertainment (television and mobiles)

Questions:

1. Propose Strategy to the dying Movie Theater Industry in context of Blue ocean strategy. Each strategy should be accompanied with justification.
2. Develop strategy to help the dying Movie Theater industry keeping in mind the Blue Ocean Strategy.
3. Appraise the implementation issues which should be kept in mind.

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