Movie Exhibition Business Outline

Name

Professor

Course

Date

Movie Exhibition Business Outline

**Thesis Statement:** The movie exhibition industry is facing diminished profits due to emergence of new technological trends, five main competitive forces and the financial structure of the industry.

1. Discussion
2. Trends in the General Environment
3. Movies being exhibited online and advancement in home theater systems
4. Negative effects on movie theater business
5. The Five Competitive Forces
6. New entrants into the industry.
7. Increase in the bargaining power of the buyers
8. Increase in the bargaining power of suppliers
9. The threat of substitution
10. Competition from rivals
11. Companies with Dominant Market Share - Advantages and Disadvantages
12. American Multi-Cinema theaters, Regal Entertainment Group, Cinemark Theaters and Cineplex Entertainment. The ranking is based on the number of screens that each company owns.
13. Financial Structure – Revenues and Costs
14. Three major sources of revenue.
15. The major costs for the movie exhibitions
16. Summary of Findings and Recommendations