For this case analysis, you will prepare a written analysis of 3 to 5 pages that uses the text and other credible sources as appropriate. Your paper should have 1" margins, be double spaced, and use APA formats for

* topic and subtopic headings
* citations
* references

Your group case must minimally address the following issues / questions:

* Review trends in the general environment that affect the movie exhibition business, and establish whether their effects are helpful or harmful to theater owners.
* Assess the five competitive forces at work in the industry environment. Identify the forces that threaten the profitability of prevailing movie circuits, and prescribe the level of competition that can be anticipated amongst industry rivals.
* Perform comparative situation and strategy analyses for the four companies with dominant market share. What are the advantages and disadvantages for each of the industry’s top competitors?
* Evaluate the revenue sources and major costs for movie exhibitors. Discuss how the income structure of their business impacts their financial results.
* Summarize your findings and the current situation for exhibitor circuits. Based on your analysis, what strategic actions do you propose for theater operators to increase the appeal of the theater setting to attract the audiences needed for improved performance under existing industry conditions?

Your grade for this assignment will be based on the Group Submission ONLY (see the rubric for more details).



