

Work Description



"A Delightful Childhood of Theatrical Play"

-Exploring Strategies for Traditional Movie Theater Operations

Traditional movie theaters have declined due to the rise of modern cinema complexes. Factors like the shift from hand-painted posters to banners, and the replacement of snack stalls and in-house concession stands by convenience stores and contemporary vendors, have contributed to this decline. Is the decline solely due to technological advancements or evolving consumer preferences? In this study, we employ various analyses and surveys to evaluate the strengths and weaknesses of traditional movie theaters. Through a comprehensive approach that includes SWOT, cross-analysis, 4C, STP, and 4P, we aim to identify potential reasons for the decline of traditional theaters and examine the factors involved.

Research Process Diagram



Based on literature review, strategy analysis, and questionnaire survey, our team presents the following four-point analysis:

- 1.Exploring the history and development of traditional movie theaters: Increasing awareness through advertising and promotion in newspapers and magazines.
- 2.Exploring the operational strategy analysis of traditional movie theaters: Transforming into venues for exhibitions or visits.
- 3.Understanding consumers' perspectives on traditional movie theaters: Regularly renovating interior decorations.
- 4.Understanding consumers' demands for film and entertainment: Regularly issuing discount vouchers.