

CASE STUDY ANALYSIS GRID

Situation	Needs, Objectives, Considerations	Alternatives	Selection & Explanation
<p><i>In clear, concise but complete bullet points, describe what the situation of the business is as discussed in the case. In other words, what is the state of the business at the time of the case and how did it get to this point?</i></p> <ul style="list-style-type: none"> ● Needs an increase in subscription rate <ul style="list-style-type: none"> ○ Flawed business model ● Need to slow the cash burn rate, has a large deficit ● Issues with streaming subscription competition ● Lack of cooperation in theatre chains ● Competition with theaters, broadband, streaming, unit purchase ● Cards, surge pricing, access restrictions were turnoffs to their consumer base <ul style="list-style-type: none"> ○ Card delays 	<p><i>As a result of the situation described in the case, what are the needs, objectives and key considerations the business is encountering? What are its needs? What must it overcome? What considerations does it need to take into account?</i></p> <ul style="list-style-type: none"> ● Lower monthly price ● Maximum of 3 movies per month, discounts on number of movies after that 	<p><i>In order to address its needs, fulfill its objectives or pursue its opportunities, what strategic alternatives are worth considering. Generate a few options to consider. You will pick one of these in the column to follow.</i></p> <ul style="list-style-type: none"> ● I think there would be an easier way to digitally create MoviePasses. Customers are typically mailed a zero-value MasterCard debit card that needed to be activated prior to its use. ● Target their advertising to ages above 50 who have more time and disposable income ● Create possible events? Partner with universities? ● Similar to Redbox? 	<p><i>From the list of strategic alternatives you listed in the preceding column, select the one you believe is best and explain why.</i></p> <ul style="list-style-type: none"> ● Moving to a digital platform keeps all customer information in one area and that they could check. ● Appeal to the younger, digital generation ● Most movie apps do not have a good interface, this would be an advantage