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2     Case study on BookingMovie show online Bdticket. comAbstract In the pre-internet era, movie tickets wereinitially sold at the ticket counters. You would find long queues in front ofthe movie hall whenever a new movie was released.

By gauging at the length ofthe queue, you could tell whether a film was a dud, hit, or a superhit. Theclosest one got to online booking was telebooking, where one would call andbook their tickets in advance in the cinema hall. With internet, camee-commerce, and the convenience of booking tickets for services like Travel andmovies from home. As technology progressed, the number of platforms from whichthe online portal could be accessed increased from laptops to mobile phones, tosmartphones to tablets. Along with convenience for consumers, camepower to the cinema halls to access the enormous data about consumerpreferences, and an opportunity to understand them better. As internetmarketing capabilities went up, brands got the power to gauge which consumer totarget for what product. Bdtickets. com is one of the red party team of Bangladesh’smultiplexes who sells ticket online and promotes the upcoming movies along withother value added services to the customers nearby and distant customer in aneasy and efficient way.

It’s not long Bd tickets have started its business butthis recent years it has gained a lot popularity and success. There arepositive sign of future growth in this industry. And it is also takingcustomers viewpoint in improving its services.   Introduction Nothing can beat the experience of watchinga movie in a theatre on the big screen. Whether watching a classic movie orturning out for the first day first show of new release, there’s something special about watching movies on the big screen.

Movies arebest experienced in the theatre! In Bangladesh there is not much ofmultiplexes. It numbers only 3 Star Cineplex, Blockbuster and Shyamoli Cinema. Beside that there are many renowned cinema hall such as Balaka, chourangi, pollovi, utsob, urvasi and the likes of multiplexes numbers are only three. ShowMotion Limited, incorporated in 19th December 2002, pioneered the modernMultiplex Movie Theater industry with STAR Cineplex brand in Bangladesh. Withlucid vision for the entertainment development in the country, the local andforeign promoters of Show Motion Ltd. started the first international qualitystate-of-the-art multiplex cinema theatre on 8th October 2004 in Bangladesh atBashundhara City Mall at Panthapath, Dhaka. Then came another Blockbster whichstarted from 2012 and then came Shyamoli in 2017. Multiplexeshas fully digital cinema screens with state-of-the-art 3D ProjectionTechnology, Silver Screens, Dolby-Digital Sound and stadium seating.

With atotal capacity of 1, 600 seats the theater has large lobby with full concessionstands serving pop-corns, soft drinks, ice-creams and many other items. Inaddition to scheduled shows, multiplex also caters to special corporatebookings, red-carpet premieres and private events. Bdtickets. com Bdtickets. com is a premium onlinebooking portal which allows you to purchase tickets for various bus services, launch services, movies and events across the country. It also lets youpurchase travel tickets in the simplest, easiest, smartest and most convenientway. Search for bus availability, chooseyour preferred seat, and purchase bus tickets with utmost convenience usingyour mobile phone. It can’t get simpler than this.

Along with offering, the ease ofbooking movie tickets online, they give all you need to keep up with the bestand newest of movies, while keeping you entertained. From movie reviews andgossip, to which upcoming movies to watch, you will find everything atbdtickets. com. For all the filmy Keedas out there who crave much more than justthe movie, bdticket. com keep at the centre of all the dhallywood golposholpos, news and scoops. We keep you up-to-date with your favorite stars, both Indianand international.

Their trailers and insights of the upcoming and new movieswill show glimpses of movies like never before. What it offers and how it works? bdtickets. comenables consumers to purchase tickets from any location at any time, just byusing your mobile phone.

You can rest assured that your payment will be transferredsafely through a highly secured payment channel. Acustomer can purchase tickets through the Website and Mobile App. You willbe offered the list of available tickets based on your selection. Then you canproceed for payment through the portal. In just a few clicks, you can purchasetickets from anywhere! An SMSis sent to the user once the purchase is confirmed. This SMS has the referencenumber along with other ticket related information. Process: Step 1: Installthe app or go into the link https://www.

bdtickets. com/moviesStep 2: select your desired movie Step 3: Click on buy nowSte 4: proceed to processing andthen provide your email address and mode of payment. Step 5: get the ticket on yourphone.

Marketing and Branding: Themain aim of the company is to provide best movie experience in the country andfor this it has to maintain its brand awareness. In order to maintain the brandawareness, the company has spent heavily on digital media marketing. Itspresence on social media is the result of that and they are also ticketingpartners of BPL teams which helps them to have their logo printed on the team’skits. Marketing Mix (4ps) Product inthe Marketing Mix Atone-time booking tickets for a movie was a very tiring experience as one had togo beforehand to buy it and in most cases had to acquire it with extra moneyespecially if the movie was a hit. Bdticket. bd. com changed the concept ofbooking a ticket.

At the onset, it was just a website wherea person could easily book his movie ticket while sitting at any place. He/shealso had the alternative of going through every available option and choosingthe day, time and show of preference. The company has come along way from only movie tickets to ticketing website for plays, sports andconcerts. It is dedicated to providing the best experience for watching Hollywood blockbusters, Hollywood hits and regional movies. Besides ticket booking, it provides relevant information about venuedetails, show timings, upcoming events and movies.

Place inthe Marketing Mix Itwas a new beginning for cinema lovers as the industry was on a high and inorder to attract as many customers as possible a new notion of movie watchingwas taking place with the advent of cinema chains and multiplexes. It was atthis time that the concept of ticketing website was formed. Itsprimary focus has always been and always be on providing hassle-free and comfortableexperience to its customers. This online company has a wide network throughwhich it handles all its operations successfully.   Itsdistribution channel consistsof its presence in every district all over Bangladesh so that people can booktheir show from anywhere. For instance, if someone is planning to have his/herbirthday in Dhaka and watch out movie, but stays at Rajshahi, bdtocket.

com canprovide them a hassle free platform where they can buy ticket sitting back athome. Price inthe Marketing MixOffers various price options to its customers. Acustomer can pay through his debit card or credit card and in absence of bothcan book his/her ticket and pay in cash after collecting them from theatres.

Price is same as regular price with some premium added.  Pricing policyfor its tickets is competitive and value-added as a hit movie ticket costs morethan an average movie. Sometimes to balance the extra amount company providesseveral offers like a discount on tickets, fewer prices on morning shows anddiscounts on bulk booking. Promotions inthe Marketing mixIt has adopted several promotional policies to increaseits brand visibility. The company became an official partner for tickets to BPL teams like Chittagong Vikings, Rangpur Riders, SylhetSixers, Rajshahi Kings . It has the monopoly as ticketing partner.

Mobile Application- Now a days, people can easily installtheir app , share their app. Or also can get into the link. Or they can theycan also connect through facebook page , other social networking sites such asimo, whatsapp, viber, hike and the like. BusinessStrategy Availability is very high. Their presence and service can befound to all the areas, suburb areas, districts and prices doesn’t vary theycharges same to all the customers thus maintaining transparency, which hasincreased loyalty of customers. they read the mind of people and providesservice according to regions, such as in remote areas they prefers bkash and haslesser number of master visa cards, so they provide those services there.

Theyhas various payment modes such as debit card, credit card, banking payment, bkash, rocket, and cash on delivery. Their strategy is being accessible fromeverywhere, provide wide network service so that they can reach to maximumnumber of people. Bangladesh is overly populated country so if they reach toeveryone and provide their best of service they may ultimately promote theirbusiness through word of mouth. They developed their own inventory system and call centers toprovide service and handle customer issues. In their site they have severaloptions such, seeing which movies are currently , which are about to come, tosee the aisle arrangement, to see your seat , to see vacancy, to see the breaktime, there are also categories such as premium lounge, economic lounge, offeringmembers sophisticated Top Line services for the Ultimate Movie Experience inBangladesh. There are different categories such as Royale VIP, Star premium, Others Hall, etc. Star VIP or StarPremium services: Getfree welcome drinks and popcorn.

Getfree Car parking facility round the year. Getpriority in online booking and seat reservation facilities. Receiveadvance information of upcoming movies via E-mail. Receiveadvance information of Movies Show times via SMS. Revenuemodel Bdticket.

comhas not started since very long. Cineplex has started in 2002 but got its popularityaround 2006 and blockbuster since 2012, shyamoli scinema has been startedlately this year but is not well recognized yet. And now it’s a new trendeveryone wants to enjoy their life, spend some times with their family so theyprefer watching movies in theatre to spend quality time. So people keeps eye omitsupcoming movies to book a ticket or else it will be booked. So this increasing people’sdesire to watch movie has made the ticket sold out so fast.  Asthere is only 3 multiplexes of which only 2 are renowned those are blockbusterin Jamuna Future Park and Cineplex at Bashundhara Shopping Mall. So they don’thave to compete with much there arre 2 sellers ruling the market. They areleading as monopoly and can charge higher prices as customers are willing topay even higher prices.

So they can reapas much profit they want. Boththe multiplexes are huge in size and has several movies and slots runningsimultaneously. Like lately Jumanji is going on which has 6 slots starting from11: 00 am morning to 7: 30 pm evening. There are other movies such as Halda, Ferdinand, star wars and more. There are at least 25-30 slots per day.

Eachslot has almost 250-300 customers. Per ticket cost above 200 in Cineplex andabove 400/- in Blockbuster and movie wise ticket price varies. Beside that 50/-is charged for convenience per ticket and there are different charges forpremium services. They also provides membership cards, where there are lot ofofferings for the members, where the members have to pay annual charge of15000/-.

They also charges for different events, programs, showbooking, stage booking, drama plays, shooting, wedding reception booking forconvention hall. They get about 65% of their revenue from movies, 30% fromevents and convention center and 5% from others. Beside movie tickets bdticket. com also has other ticketservices such as travel tickets.

Further we are focusing on movie tickets weare talking about revenue generated from movies. Advantagesof bdtickets. com·        Avoidthe long queue and rush in movies hall counters·        Poolof options for choice of movies and seat and desired time and category ofclasses such as VIP, Premium, Economic, Others.·        Bookticket instantly and preferably·        Paymentcan be made y homeo  Debitcardo  Creditcardo  Master/Visacardo  Netbanking·        Availablein Social networking sites·        Easilyaccessible·        Hasapps which can be downloaded from Google play, play storeBusiness Model    TheFive Service Quality Gaps Five Service gaps of Bdticket.

com  Perception 1 His gap is also little. Because service os provided on real time and promptly each customers are dealt. Perception 2 Bdtickets.

com have thought of their system ahead of 5 years. Their inventory system and well equipped technologies along with highly skilled labor plays an efficient role. Perception 3 Here it is near to perfect. Their delivery process is up to dated. Perception 4 Should increase online advertisement, posters, and billboards. Perception 5 The gap is negligible. After sales team is there to refund the amount or deal with return tickets.

Actions taken for feedbacks They did customer survey and matched customerperception with expectations. They tailored their service according to theneeds and wants of customers and also have charged a supreme priceIdentifyingGrowth OpportunitiesIn the first phase their goal wasto assess overall market share. For example, what percentage of tickets soldare purchased through Bdtickets. com? From that, they gained insight into whatkind of movie gave high penetration vs. low penetration.

Then moved on tounderstand the theater metadata.  Such aslayer of geographical data to understand the effect of proximity of thetheaters in a geography. TimeSavingsQueues that used to take a full day or two. With this one can sit back at homeor office and take tickets of their choices and prices without a minute waste.

Finishes these same thing in a couple of minutes. This can create a workflow, validate it, and run it in the background while one works on other projects, rather than having to wait for hours or day long.. CreatingConsultative Analytics for ClientsApart from running price-optimization models with predictive tools has beenable to analyze which sections of a stadium could sell better to optimizerevenue.

Actually recommended changes in the layout of one of the stadiumsbecause it supported better pricing. Because their recommendation was somethingdifferent than what the layout allowed, the client made some changes in thelayout by creating a new section out of an existing section.” They madethe recommendation based on data, and the new layout and mix of seatinggenerated more revenue for the client. MoreEffective MarketingCreated a workflow that guide marketing and strategic initiatives.

It helpedthem understand where the revenue potential is, where to target, where to channelspending, marketing activities, and business development guides. Some of theanalysis done has become a part of branding strategies.” Now Bdtickets. com has a clearer picture of its overallmarket share and a better view into data at the customer level. They shouldcreate next-level data analytics evaluating how various marketing effortschange customer behavior. ReachingFull PotentialData shows for future growth.

Bdtickets. com have achieved 60% mark right now. There is still room for growth using the responses of customers. SWOT ANALYSIS  Conclusion Bdticket. com is playing monopolisticrole they usually have their own site and ticket selling management and as theyhave more customers less.

So they can sell almost all the ticket at very lessof time and gain huge revenue and they also provides huge offerings andbenefits to customers to reap maximum benefits. Blockbuster Cineplex are theleading multiplexes and they don’t have much competitor in the market. So they knowwell they are ultimately going to get the customers there’s no such neck onneck battle for low prices. Neither have they had lot of 3rd partyto sell their tickets its only bdticket. com. So is a opportunity forbdtickets. com to reap as much benefit and take monopolistic advantage in themarket. They has reliable, enthusiast and creative skilled manpower who are24/7 providing services.

They have shown their existence though their presencein Social Networking Sites, mobile Apps, online ad, Pop-up messages, textmessages, billboards, TV advertisements, leaflets and more. They tied updifferent collaboration with different programs, charities, events, BPL wherethey gained popularity. Bibliography 1.      (n. d.). Retrieved fromhttp://www. blockbusterbd.

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