

Table would call and book their tickets

[Art & Culture](#)



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

By gauging at the length of the queue, you could tell whether a film was a dud, hit, or a superhit. The closest one got to online booking was telebooking, where one would call and book their tickets in advance in the cinema hall. With internet, e-commerce, and the convenience of booking tickets for services like Travel and movies from home. As technology progressed, the number of platforms from which the online portal could be accessed increased from laptops to mobile phones, to smartphones to tablets. Along

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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.

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Then came another Blockbuster which started from 2012 and then came Shyamoli in 2017. Multiplexes have fully digital cinema screens with state-of-the-art 3D Projection Technology, Silver Screens, Dolby-Digital Sound and stadium seating.

With a total capacity of 1,600 seats the theater has large lobby with full concession stands serving pop-corns, soft drinks, ice-creams and many other items. In addition to scheduled shows, multiplex also caters to special corporate bookings, red-carpet premieres and private events. Bdtickets.com Bdtickets.com is a premium online booking portal which allows you to purchase tickets for various bus services, launch services, movies and events across the country. It also lets you purchase travel tickets in the simplest, easiest, smartest and most convenient way. Search for bus availability, choose your preferred seat, and purchase bus tickets with utmost convenience using your mobile phone. It can't get simpler than this.

Along with offering the ease of booking movie tickets online, they give all you need to keep up with the best and newest of movies, while keeping you entertained. From movie reviews and gossip, to which upcoming movies to watch, you will find everything at bdtickets.com. For all the filmy Keedas out there who crave much more than just the 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 Indian and international.

Their trailers and insights of the upcoming and new movies will show glimpses of movies like never before. What it offers and how it works?

bdtickets. com enables consumers to purchase tickets from any location at any time, just by using your mobile phone.

You can rest assured that your payment will be transferred safely through a highly secured payment channel. A customer can purchase tickets through the Website and Mobile App. You will be offered the list of available tickets based on your selection. Then you can proceed for payment through the portal. In just a few clicks, you can purchase tickets from anywhere! An SMS is sent to the user once the purchase is confirmed. This SMS has the reference number along with other ticket related information. Process: Step 1: Install the app or go into the link <https://www.bdtickets.com/movies>

Step 2: select your desired movie Step 3: Click on buy now Step 4: proceed to processing and then provide your email address and mode of payment. Step 5: get the ticket on your phone.

Marketing and Branding: The main aim of the company is to provide the best movie experience in the country and for this it has to maintain its brand awareness. In order to maintain the brand awareness, the company has spent heavily on digital media marketing. Its presence on social media is the result of that and they are also ticketing partners of BPL teams which helps them to have their logo printed on the team's kits. Marketing Mix (4Ps) Product in the Marketing Mix At one-time booking tickets for a movie was a very tiring experience as one had to go beforehand to buy it and in most cases had to acquire it with extra money especially if the movie was a hit. Bdticket. bd. com changed the concept of booking a ticket.

At the onset, it was just a website where a person could easily book his movie ticket while sitting at any place. He/she also had the alternative of going through every available option and choosing the day, time and show of preference. The company has come a long way from only movie tickets to ticketing website for plays, sports and concerts. 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 venue details, show timings, upcoming events and movies.

Place in the Marketing Mix It was a new beginning for cinema lovers as the industry was on a high and in order to attract as many customers as possible a new notion of movie watching was taking place with the advent of cinema chains and multiplexes. It was at this time that the concept of ticketing website was formed. Its primary focus has always been and always be on providing hassle-free and comfortable experience to its customers. This online company has a wide network through which it handles all its operations successfully. Its distribution channel consists of its presence in every district all over Bangladesh so that people can book their show from anywhere. For instance, if someone is planning to have his/her birthday in Dhaka and watch out movie, but stays at Rajshahi, bdtocket.

com can provide them a hassle free platform where they can buy ticket sitting back at home. Price in the Marketing Mix Offers various price options to its customers. A customer can pay through his debit card or credit card and in absence of both can book his/her ticket and pay in cash after collecting them from theatres.

Price is same as regular price with some premium added. Pricing policy for its tickets is competitive and value-added as a hit movie ticket costs more than an average movie. Sometimes to balance the extra amount company provides several offers like a discount on tickets, fewer prices on morning shows and discounts on bulk booking. Promotions in the Marketing mix It has adopted several promotional policies to increase its brand visibility. The company became an official partner for tickets to BPL teams like Chittagong Vikings, Rangpur Riders, Sylhet Sixers, Rajshahi Kings . It has the monopoly as ticketing partner.

Mobile Application- Now a days, people can easily install their app , share their app. Or also can get into the link. Or they can they can also connect through facebook page , other social networking sites such as imo, whatsapp, viber, hika and the like. Business Strategy Availability is very high. Their presence and service can be found to all the areas, suburb areas, districts and prices doesn't vary they charges same to all the customers thus maintaining transparency, which has increased loyalty of customers. they read the mind of people and provide service according to regions, such as in remote areas they prefer bKash and has lesser number of master visa cards, so they provide those services there.

They has various payment modes such as debit card, credit card, banking payment, bKash, rocket, and cash on delivery. Their strategy is being accessible from everywhere, provide wide network service so that they can reach to maximum number of people. Bangladesh is overly populated country so if they reach to everyone and provide their best of service they may ultimately promote their business through word of mouth. They developed <https://assignbuster.com/table-would-call-and-book-their-tickets/>

their own inventory system and call centers to provide service and handle customer issues. In their site they have several options such, seeing which movies are currently , which are about to come, to see the aisle arrangement, to see your seat , to see vacancy, to see the breaktime, there are also categories such as premium lounge, economic lounge, offering members sophisticated Top Line services for the Ultimate Movie Experience in Bangladesh. There are different categories such as Royale VIP, Star premium, Others Hall, etc. Star VIP or Star Premium services: Get free welcome drinks and popcorn.

Get free Car parking facility round the year. Get priority in online booking and seat reservation facilities. Receive advance information of upcoming movies via E-mail. Receive advance information of Movies Show times via SMS. Revenue model Bdticket.

com has not started since very long. Cineplex has started in 2002 but got its popularity around 2006 and blockbuster since 2012, shyamoli cinema has been started lately this year but is not well recognized yet. And now it's a new trend everyone wants to enjoy their life, spend some times with their family so they prefer watching movies in theatre to spend quality time. So people keep eye on upcoming movies to book a ticket or else it will be booked. So this increasing people's desire to watch movie has made the ticket sold out so fast. As there is only 3 multiplexes of which only 2 are renowned those are blockbuster in Jamuna Future Park and Cineplex at Bashundhara Shopping Mall. So they don't have to compete with much there are 2 sellers ruling the market. They are leading as monopoly and can charge higher prices as customers are willing to pay even higher prices.

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So they can reap as much profit they want. Both the multiplexes are huge in size and has several movies and slots running simultaneously. Like lately Jumanji is going on which has 6 slots starting from 11: 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.

Each slot has almost 250-300 customers. Per ticket cost above 200 in Cineplex and above 400/- in Blockbuster and movie wise ticket price varies. Beside that 50/- is charged for convenience per ticket and there are different charges for premium services. They also provide membership cards, where there are a lot of offerings for the members, where the members have to pay annual charge of 15000/-.

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

Further we are focusing on movie tickets we are talking about revenue generated from movies. Advantages of bdtickets.com · Avoid the long queue and rush in movie hall counters · Pool of options for choice of movies and seat and desired time and category of classes such as VIP, Premium, Economic, Others. · Book ticket instantly and preferably · Payment can be made by homeo Debit cardo Credit cardo Master/Visa cardo Netbanking · Available in Social networking sites · Easily accessible · Has apps which can be

downloaded from Google play, play store Business Model The Five Service Quality Gaps Five Service gaps of Bdticket.

com Perception 1 His gap is also little. Because service is provided on real time and promptly each customer is 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 customer perception with expectations. They tailored their service according to the needs and wants of customers and also have charged a supreme price. Identifying Growth Opportunities In the first phase their goal was to assess overall market share. For example, what percentage of tickets sold are purchased through Bdtickets. com? From that, they gained insight into what kind of movie gave high penetration vs. low penetration.

Then moved on to understand the theater metadata. Such as a layer of geographical data to understand the effect of proximity of the theaters in a geography. Time Savings Queues that used to take a full day or two. With this one can sit back at home or 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.. Creating Consultative Analytics for Clients Apart from running price-optimization models with predictive tools has been able to analyze which sections of a stadium could sell better to optimize revenue.

Actually recommended changes in the layout of one of the stadiums because it supported better pricing. Because their recommendation was something different than what the layout allowed, the client made some changes in the layout by creating a new section out of an existing section.” They made the recommendation based on data, and the new layout and mix of seating generated more revenue for the client. More Effective Marketing Created a workflow that guide marketing and strategic initiatives.

It helped them understand where the revenue potential is, where to target, where to channel spending, marketing activities, and business development guides. Some of the analysis done has become a part of branding strategies.” Now Bdtickets. com has a clearer picture of its overall market share and a better view into data at the customer level. They should create next-level data analytics evaluating how various marketing efforts change customer behavior. Reaching Full Potential Data 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 monopolistic role they usually have their

own site and ticket selling management and as they have more customers less.

So they can sell almost all the ticket at very less of time and gain huge revenue and they also provides huge offerings and benefits to customers to reap maximum benefits. Blockbuster Cineplex are the leading multiplexes and they don't have much competitor in the market. So they know well they are ultimately going to get the customers there's no such neck on neck battle for low prices. Neither have they had lot of 3rd party to sell their tickets its only bdticket. com. So is a opportunity for bdtickets. com to reap as much benefit and take monopolistic advantage in the market. They has reliable, enthusiast and creative skilled manpower who are 24/7 providing services.

They have shown their existence though their presence in Social Networking Sites, mobile Apps, online ad, Pop-up messages, text messages, billboards, TV advertisements, leaflets and more. They tied up different collaboration with different programs, charities, events, BPL where they gained popularity.

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