

Peestle analysis for cine world and odeo

Business



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PESTLE analysis for Cineworld and Odeon Politically, Cineworld and odeon cinemas are adhering to all rules and regulations conferring to UK legislations. Cine world is also paying their tax in time that is why government is pleased with their strategies (Annual Report and Accounts 2013).

Economic- Cineworld and odeon have been a prosperous organization in all circumstances of economic factors. They have assisted the society in their specified areas by giving those jobs to them and employing them within their organization (Annual Report and Accounts 2013).

Cineworld and odeon cinemas analyze how society and culture is evolving. In case people change their behaviors by watching a cinema then obviously, Cineworld can change the public behavior. Technologically, Cineworld and odeon use up to date 3D technology. It was one of the earliest buyers of the new innovated technology which eases the customers in the best way (Directors report and financial statements 2013).

Legal-Before making any strategy, Cineworld and odeon considers not only U.K's legal implications, but also national legislation changes, international European Union, and their prospects as well (Odeon & UCI Finco plc financial results 2013).

Environmentally, Cineworld and odeon cinemas encourage their clients to come along with glasses for watching 3D movies. This strategy had to be implemented due to the substantial glasses that were being recycled (Odeon & UCI Finco plc financial results 2013). In looking at Odeon from social cultural perspective, a trip to it has always remained affordable plus entertaining. In addition, the cinema caters for all age groups. Technologically, the cinema has introduced special effects in their cinema and introduced an online <https://assignbuster.com/peestle-analysis-for-cine-world-and-odeon/>

platform for users to book online tickets to their cinemas.

Bibliography

Annual Report and Accounts 2013. (2013). Retrieved November 5, 2014, from Cineworld group plc: <http://www.cineworldplc.com>

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