

# [Easygroup's planned entry into the uk cinema market](https://assignbuster.com/easygroups-planned-entry-into-the-uk-cinema-market/)

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Businesses such as Easy car, Easy café, Easyvalue. com, etc. besides the airline business Easy jet are examples of the above-mentioned growth strategy. Similarly, the group has also adopted effective pricing strategies to attract its existing customers towards its current products. In addition, the group has also made necessary innovations in its existing products to improve the quality as well as has developed new products to reap higher profits and observe growth in its businesses.   
Conglomerate refers to a group of companies acquired or owned by a business group, a person or an organization. The easy group is quite truly a genuine conglomerate because it owns several businesses such as Easy internet café, Easy car, Easy jet, online and hotel ventures and has now planned to add new ones such as Easy cinema in the group’s business portfolio to increase annual revenues of the group.   
Recommendation:   
Yes, I would recommend Easy Group to enter in Cinema industry and apply its effective business model. Also, the easy group has the ability to compete in tough market conditions and has been successful in its past ventures. Thirdly, the easy group has a solid business plan with very few weak points for its cinema venture.