

Odeon cinema pestle analysis

[Business](#), [Industries](#)



The benefit of a PESTLE analysis is that it allows you to complete a basic audit on an organisations position in relation to the macro environment It can then go to influence a number of business decisions within the organisation . I would also use this tool to complete the strength and weaknesses of a SWOT analysis which I believe sits well alongside this tool.

I believe the PESTLE framework is a good way to highlight the potential threats to a business yet my concern is that the data collated could be only one side of a coin. For PESTLE analysis to be balanced it may need a ' group' to complete independent reports and then share them together to get a more accurate assessment. I also read up a phrase which I really liked which suggests that the collecting of too much information may make it difficult to see the wood from the trees " PARALYSIS by ANALYSIS" Odeon & UIC Cinema operate in UK and major European countries 236 cinema and 2179 screens as of December 2012The PESTLE Analysis below is mainly for the UK arm of the business Political Government review of Film Policy was release Jan 2012 is positive news for the film industry,

Online purchasing of tickets reducing queue times and booking queries Legal