

lii. situation analysis

[Business](#), [Marketing](#)



III. Situation Analysis Company Analysis The goal for “ The Center of Arts" is to provide a hands-on experience for Brock students, high school students, and community users as an educational and cultural resource. It also has a goal of successfully attracting thousands of visitors annually to Brock University. While at The Center of Arts, it focuses on stimulating the cultural interest in the arts within the Niagara Region through its live performances and professional entertainment. One of the centers strengths is that it has been successful in attracting thousands of visitors annually to Brock University. An abundant social network of loyal customers brings with it a strong market. As a result the Center, receives reduced artistic fees because of “ volume" booking. The weakness for the center is that of those loyal customers, not all of them buy tickets in advance. Ticket sales are disappointingly low for the first performance, “ Halo".

Customer Analysis The decision process in this particular case is to make a decision on what alternatives to choose about the ticket sales, discounts, and giveaways. A decision and/or solution to the reaction of how prepaid customers feel about the given alternatives are also the topic of discussions. While we could offer discounts to Gold and Platinum members who did not purchased tickets, complaints and dissatisfaction with members who already booked and prepaid is an issue. In today’s society there are issues with every alternative you try.

IV. Selected Marketing Strategy The strategy was selected because it appeals to an extensive range of target markets or audiences. The descriptive and vivid brochure attracts reader’s attention through an excellent Distribution channel. This major promotional item for “ The Centre of Arts, Halo" in particular, is a visual brochure which makes it appealing to

the distribution channels. These channels include the center's Gold and Platinum members, the center's database, internal mail, local hotels, libraries, and is continuously being distributed at the box office throughout the performing season. Direct mail is also a contributor through one of the channels which allow the marketing strategy to grab the attention of all audiences in the target markets. This strategy is also aimed at inclusive and well established distributors who will enjoy spreading word-of-mouth to colleagues', or acquaintances'. An enthusiastic entertaining experience would greatly be motivation to spread word-of-mouth. The location of this theatrical performance, "Halo" and many more takes place at Brock University. The university allows a seating of 538 people to attend these cultural performances. Market Development occurs in the days before " Halo" is to be performed through alternatives and options to fill the seats. The alternative is to give free tickets to volunteers or people who recently made some contribution to Brock University community. This idea would fill the seats which was important for performers, other patrons, and reviewers. Embracing this experience might also encourage attendees to purchase tickets to other shows in advance. In the market, it demonstrates " Related Diversification" by portraying the knowledge, skills, abilities, and other attributes already acquired through past work experiences.

VII. Short & Long Term Goals

Short Term Goals

What to do to increase sales for this performance?

- * Distribute flyers to local dance studios,
- * Give discounts for teachers & students of the dance studios.

Even though " Halo" is about an image of Jesus, it's all about performing arts as well. These dance studios will not only attract the local members, but it will also attract local community

members and performance artists. * Post flyers at grocery stores * Host a radio contest to get entered into a drawing every morning and night, where clues are announced as to places around town where people can spot the radio stations logo vehicle. * Host a trivia contest every morning and night as well for 2 free tickets * Give discounts to the radio stations employees

Long Term Goals What should Debbie Slade do for the 2004/2005 season and future? * More advertising * Have daytime shows for local high school and elementary school trips * Market to different cities * Network to schools, dance studios, and businesses, * Host fundraisers for non-profit organizations that will attract more audience