

Internal analysis cirque du soleil essay



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Current situation of Cirque du Soleil We will analyse the current situation of Cirque du Soleil by looking at the 'four Ps': product, price, promotion and place.

Product: the main product Cirque du Soleil offers is a circus show. Their shows are filled with dancing, acrobatics, costumes, singing and acting. They come up with a new show once every few years and they will tour with that particular show. Therefore, they offer a large variety of shows and they make their product unique every single time. Besides that, the quality of their show is one of high standards. They have over fifty performers, a large variety of acrobatics and dance.

Their decor and costumes are designed and produced in their state-of-the-art headquarters, which includes training facilities and creative studios. All of this means Cirque offers a high quality and mainly classy product. For example: they will only perform at typical A-locations in a city. Once you enter the world of Cirque du Soleil, you will be enjoying hours of spectacle and amazement.

They offer a great night out where the visitors will experience a totally different circus act than what they are used to. Their product, their show, is original and it is special. Every show has its own goodies, such as a CD and a program book, which can be bought by the visitors. Besides the actual show, Cirque offers some special treatments. They have a VIP treatment called Tapis Rouge, where the customer is taken to a luxurious room one hour before the show.

Here they can relax and enjoy the finest food and wines. They will get the best seats to watch the show. Besides that they will have private coat check service, terrace, restrooms and a private entrance. At the end of the night, the customer will get a CD and a souvenir program. On their website, Cirque offers customers to join their Cirque Club. When you subscribe, you will receive their newsletter, you have access to tickets before the rest of the world, you are allowed to buy goodies from the website and you will hear the latest news and scoops.

On their website Cirque offers a lot of small features as well. People can take a look behind the scenes, listen to live recordings and they can apply for a job. But they also give people the opportunity to experience the shows longer, via special offers before and after the show, such as a visit in a special lounge area. Price: The prices of the Cirque shows vary a lot, because the customer can choose from a lot of different options. The normal price list is as follows: TICKET CATEGORIES Adults Children 2-12 Student 13+ with ID Seniors 65+ Price level 195.00\$66.

50\$85. 50\$ Price level 285.00\$59. 50\$76.

50\$ Price level 360.00\$42.00\$54.00\$ As is stated in the table, children from two years old up to twelve years old get a discount.

Children younger than two years old can go for free. For weekdays performances, students and seniors can get a discount as well. For the VIP treatment, Tapis Rouge, adults pay 220\$ and children pay 154\$. On their website Cirque gives special offers as well. Customers can enjoy a discount for certain shows on certain data.

Promotion: Cirque du Soleil promotes their shows in several ways. They distribute press releases on cultural websites and in cultural magazines. They also distribute posters and billboards in the countries and specially in the cities they will perform in. On their website, they promote their upcoming shows, so visitors know when a new show will be present in their country or city.

Besides that, they promote their shows by giving tickets to facilities that work with youth at risk. They also give free performances and workshops at circus schools for youth at risk. Place: To get their products to the customers, Cirque has many ways in which they work. Of course 'place' includes the cities where they perform. But they also work together with Oxfam International, to get their circus know to the youth at risk and by that they help the youth as well.

Cirque also gets sponsored in every country they perform, these companies are also used to get their product know to their audience. Factors to conquer Europe When Cirque wants to conquer Europe with a whole new concept, there are lots of factors to consider. To start with, it is important to know the demographical information of the countries in Europe. Are people willing and able to travel to see a Cirque show? What are the ages of the people living in the country and how is the spreading of the ages in relation to the cities they live in? These are questions that need to be answered in order to chose the countries where the show should be performed. It is also important to look at the financial state of the countries to perform in, because it is important to know if people can effort to see a show. Are people willing to spend money on entertainment, or are they only focusing on their first needs? This is very

important, because if people are poor or the financial state of a country is bad, people will not come to visit Cirque and there is no reason to chose that particular country.

When the countries in Europe are chosen, it is important to look at the placing of the circus itself. In many cases it is best to place the show in a large city, where people can easily travel to. But sometimes you need to look further, when for example a small city has a good reputation of cultural events. It is also important to look at the values of Europe and its countries.

When a concept crashes with some of the values of a particular country, there is a chance people will boycott or criticize the show. If that is the case, people will refuse to visit the show and perhaps the show needs to be adapted to that particular country. Strengths and Weaknesses As we looked at the internal state of Cirque, we can sum up the most important strengths and weaknesses of the company. One of the strengths of Cirque du Soleil is that they have a concept, but they extended that concept into many small features. This way they offer so much more than just the Cirque show, that they stay refreshing and original. But next to the actual product they offer, they also offer an intangible strength.

That is, an amazing show which provides an amazing evening. The main part of the visitors is blown away by all that Cirque has to give in their shows. People will be talking about it for a long time and if they buy their CD they will also be re-living it for a few times. Besides that, they have a very good reputation. Because it is the first circus that offered such a concept, they

created a customer relationship which is loyal. Another strength is their way of promoting.

By doing a lot of charity work and helping youth at risk they create not only awareness of the circus, but they also create sympathy for their company. Last but not least, the fact that they go to a lot of countries all over the world in one of their strengths. This way more and more people will come in touch with Cirque and visit one of their shows. As long as people don't have to travel too far, they are enthusiastic about visiting Cirque. By performing in a lot of different countries, they give people the opportunity to visit.

But of course a company also has weaknesses. The main weakness they have is the fact that they get more and more competitors. Not only in other branches such as theatre or cinema, but also in the circus industry. As other companies saw the success of Cirque, they realized that starting their own Cirque would be a good idea. Therefore circuses with the same concept as Cirque are growing more rapidly and this means a weakness to Cirque.