



Movie Theater Chain Product Plan

SITUATION

In the USA, football, basketball, hockey, baseball and auto racing are sports with loyal fan bases that generate billions annually. The media coverage is extensive and scrutiny is intense. Soccer, however, has not generated the same level of interest as other sports.

You are the marketing manager for a team in a mid-size American city. Your team, the Strikers, have been in business for over 18 years, yet ticket sales have remained at a just above the break even point of 45% capacity of the stadium.

The team president has asked you to prepare a plan to boost ticket sales by 20% over the next three years, or he will close down the operation.

INSTRUCTIONS

Develop a plan that will use the following elements to reach the goal set for you:

- Pricing
- Merchandising
- Promotion (advertising and publicity)
- Personal selling
- Overall presentation

Your plan can be written and submitted to your teacher or presented to the class through a role play.

GUIDE / CONSIDERATIONS

1. As you describe your plan, give reasons why you feel your ideas will be successful.
2. How are your ideas different from what has probably already been tried?

EVALUATION STANDARDS

1. Understanding of the elements identified in the instructions area (a-e).
2. Ability to support ideas with plausible rationale.
3. Logical explanation of how and why ticket sales strategy will be successful.