

## SWOC analysis

	Strengths	Weaknesses	Opportunities	Challenges
Cultural Product(s)	At the end of 2013, there are 173 IMAX screens in China, in which Wanda have 89 IMAX screens. Every year, the income of popcorn up to 400 million.	The main income is from box ticket, cinema culture product sale is not very important for them. Products sale is not yet professional and sale mode should be improved.	With the rapid economic development of China, cinema consumption in recent years is also developing fast. In the end of 2013, the income of Wanda cinema culture products has broken 500 million yuan. Chinese film market has huge consumption potential, in the future Wanda cinema's product sales system will be more and more perfect	Depend on snack such as popcorn and cola, rely on single commodity to drive profits. Wanda cinema line should invent various forms of products profit channel, which need professional team whom understand both film and sales.
Pricing	The national average ticket of Wanda cinema is 41 yuan, which price is acceptable to most people. Although it is not the lowest price in China, it has better watching environment than others.	Compare with other cinema line, Wanda's ticket price has noncompetitive bid. The ticket price of Shanghai Union cinema and China Film Stellar Theater Chain, the biggest competitors of Wanda cinema, are about 36 yuan.	After bought AMC Entertainment Holdings Inc, Wanda cinema has become the world's largest cinema operator. Rely on strong real estate advantage, the cinema rental obviously lower than other cinema lines, which means there may be room left to reduce ticket price.	Wanda cinema line want to IPO on the Shenzhen Stock Exchange, according with the listing requirement, the rental level must comply with the fair market price, which will take more pressure to Wanda cinema. Therefore, in the future cinema war in China will be very intense.

<p><b>Place(Access)</b></p>	<p>Construction of Wanda cinema adopt “bundling” mode with Wanda square, which means every cinema of them are in downtown area of city, unique geographical position.</p>	<p>In the small city or city fringe Wanda have little cinema and lack of this part of the market share.</p>	<p>Wanda Group has abundant fund, Wanda square are being built in more and more Chinese cities. So Wanda cinema have many opportunities to appear in commercial center of small city.</p>	<p>In big city Wanda cinema have enough market share, but in some small city, it don't have the obvious advantage, because there are many other cinema chain which they focus on two or three cities line.</p>
<p><b>Promotional Efforts</b></p>	<p>Depend on the advantage of commercial real estate, Wanda cinema has many strengths to promote. The brand of Wanda is very famous in China.</p>	<p>Some activities mainly target at intermediate and high-end users. For general audiences they don't know and cannot participate in some cinema activities.</p>	<p>Technology is developing so rapidly, now Wanda cinema line has its own phone app. Any activities will be put on this app. The technology makes Wanda cinema line promote more efficiently.</p>	<p>Other cinema chain will also use various approaches to promote their own cinema. There will be intense competition and they will put more money on promotion.</p>