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| **Marketing Plan** |
| Madison Art Cinemas |
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| **Tom Lesiczka** |
| **3/2/2009** |
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# 2. Company Description

The Madison Art Cinemas came into existence in May of 1999. The Madison Art Cinemas venue has been and remains first-run independent art and upscale foreign and domestic films. The Madison Art Cinemas provides a highly personalized movie-going experience. It is used as a center for community activity with many local organizations using the theatre for fundraisers and community events. It is part of the national Key Sunday Cinema Club and has many special events and programs as well.

# 3. Strategic Focus and Plan

This aspect of the Marketing plan focuses of the strategic for the continued existence of the Madison Art Cinemas. The three area that will be discussed are the mission statement the goals financial and non financial and the competitive advantages

##### Mission Statement:

To provide the best cinematic movies experience to the local public at reasonable cost with the highest personal touches that can be provided.

##### Goals:

**Financial:** To acquire as large a part of the area market making the venue the theatre of choice for a mature audience that tend to be a)older, b)higher income earners, c) well-read and d) heavily involved in the arts. To increase non-exhibition income with enhanced digital on-screen advertising; expanded use of the theatre as a rental facility for private parties, corporate meetings, birthday parties, fund raising. Explore the opportunity to use the theatre during the film down time for video game competitions on the big screen.

**Non Financial**: In the next five to have installed digital projectors which will become the industry standard. This also provides more involvement of the Distributors with the distribution and exhibiting the films.

##### Competitive Advantages:

The theatre is located on the Connecticut shoreline with a niche audience that appreciates the venue is offered to them. The Demographic of the area is match for the venue of first-run independent art and upscale foreign and domestic films. The other personal touches are the upscale concessions offered, including imported Italian coffees along with the Espresso coffee machine the home made biscotti, the over sides cookies and the freshest popcorn in the state. The theatre presents the personal atmosphere that treats every customer as a friend, where you would recommend them a good film to see.

# 4. Situation Analysis

The SWOT (Strength, Weakness, Opportunities and Threats) analysis provides a brief description of the present environment in which the Madison Art Cinemas is operating. This is a quick overview on internal and external forces influencing our operating strategies.

##### SWOT Analysis

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|  | Strengths | Weaknesses |
| **Internal Forces** | • Niche audience | • Only Two Screens |
| • Strong customer base | • High overhead costs |
| • Established name with a national cinema club only club in the tri state area | • Small customer base |
| • Old building with its flaws |
| • Exclusive area venue of films | • |
| • Clean, quality and profession presentations of films |  |
| • On screen advertising Opportunity |
|  | Opportunities | Threats |
| **External Forces** | • Maintaining the venue in the area | • Industry trends |
| • Expanding to digital films | • Expanding to digital film |
| • Increase exposure for outside events at the theatre | • Loosing the Cinema Club |
| • Continued previewing films through the Cinema club | • Films doing a cross over to mainstream |
| • Mainstream theatre filling vacancies with art films |
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