

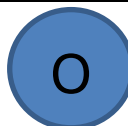
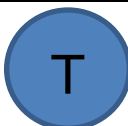


Class Activity – Topic 2	
Student Name & Nr:	20

1. Compile a SWOT Summary for the SWOT table below, based on the (20) Ster-Kinekor Franchise.

<ul style="list-style-type: none"> • Established Brand Name • Favourable locations • Dedicated staff • High motivation amongst students • Affordable ticket prices • Loyalty program • Clean cinemas 	<ul style="list-style-type: none"> • Stale content • Expensive food offerings • Weak representation • Fixed capacity • Stale popcorn • Poor display quality • Outdated furniture and fittings
	
	
<ul style="list-style-type: none"> • Growing Towns • Untapped target market • Open air cinemas • Guest involvement • New technological advancements • Support local 	<ul style="list-style-type: none"> • Loadshedding • Competitors / Substitutes • Fixed capacity • Decline in movie industry • Lead time due Covid 19 • Social distancing

Submission date	
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