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## CINEWORLD GROUP PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Cineworld Group plc

**Company Sector :** Entertainment/ Mass Media & Communication

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Cineworld Group is a British film distribution firm situated in London. Steve Wiener established Cineworld in 1995. The Company's cinemas provide a variety of venues for business or private gatherings, with digital projection capabilities that can display any form of media, including PowerPoint presentations and feature films. Its business segments include the United States, the United Kingdom, Ireland, and the rest of the world (ROW). It operates theatres under several brands within each segment. Cineworld owns Regal, United Artists, and Edwards theatres in the United States. In the United Kingdom and Ireland, they operate out of Cineworld and Picturehouse. For its ROW section, Cineworld also owns Cinema City in Central and Eastern Europe, as well as Yes Planet and Rav-Chen in Israel. Ticket revenues, as well as food, beverage, and product sales, generate income for the firm. Additional revenue is generated via retail and screen advertising, as well as the real estate market and development. The majority of the company's earnings come from the United States. As of early 2022, the company leverages the talent of more than 37,000 employees.

Cineworld Group's USP lies in its being the world's second-largest movie exhibitor, with 751 locations and 9,188 screens spread over ten countries, including the United States and the United Kingdom. The mission statement of Cineworld reads, "Passion for Innovation: We're always looking for that extra something that will make a difference to our customers. With a flexible approach, we're at the heart of cinema innovation and we continue to lead the way, staying true to our roots by bringing the best cinema experience to everyone".

**Revenue :**

US\$ 1,804.9 million – FY ending 31 December 2021

US\$ 852.3 million – FY ending 31 December 2020

**SWOT Analysis :**

The SWOT Analysis for Cineworld Group plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the largest cinema companies in the world in terms of screens</li> <li>2. Global approach to providing services</li> <li>3. Collaboration with leading film studios and cinema mode like IMAX, 4D, etc.</li> <li>4. Creating digital payments and contactless systems at kiosks to ease customer behaviour</li> </ul>	<ul style="list-style-type: none"> <li>1. Core business of cinema screens may be a source of overdependence</li> <li>2. Severe impact of the COVID-19 pandemic on revenues and profits</li> <li>3. Lower demand due to overwhelming OTT platform accessibility</li> <li>4. Expansion and refurbishment despite low revenues may be superfluous</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Acquisition of Regal Entertainment in the US promises new source of revenue</li> <li>2. Gradual recovery of Europe's economy may increase revenue</li> <li>3. Transition into a sustainable business to attract investment</li> </ul>	<ul style="list-style-type: none"> <li>1. Acutely vulnerable to the new variants of the coronavirus</li> <li>2. Faces stiff competition from other cinema companies in the world</li> <li>3. Higher interest rates and inflationary pressure on UK may affect stock valuation</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Cineworld Group plc is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Instability over Russia-Ukraine tensions may impact businesses</p> <p>2.UK PM Boris Johnson facing investigation over lockdown breach</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Higher interest rates in the UK and US</p> <p>2.Economic recovery projected to slow down in 2022</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Vaccination and booster doses provided to resume normal life</p> <p>2.Businesses safeguarding local communities during pandemics</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Development of digital services rapidly due to pandemic</p> <p>2.Growth of OTT platforms in the pandemic</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Lawsuits and litigations may negatively impact businesses</p> <p>2.Abiding restrictions on capacity in cinemas post COVID-19</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Environment protection programmes being enforced to attract investment</p> <p>2.Following sustainability protocol in businesses to reduce impact</p>

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