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AMC ENTERTAINMENT SWOT & PESTLE ANALYSIS

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Company Name : AMC Entertainment

Company Sector : Entertainment, Theatres

Operating Geography : United States, North America, Global

About the Company :

AMC Entertainment Holdings, Inc. is the largest theatre operator in the world with headquarters in Leawood, USA. The theatrical exhibition company operates through its subsidiaries in two segments namely – U.S. markets and international markets. As of December 2020, AMC operates through 590 theatres and 7668 screens across approximately 44 states and the District of Columbia in its U.S. markets. While in its international market segment, the company operates through over 360 theatres and nearly 2,875 screens across 13 European countries and in Saudi Arabia. AMC Theatres was founded by Maurice, Edward, and Barney Dubinsky (later known as Durwood brothers) in 1920. The application of principles of management to the business of AMC revolutionized the movie theatre industry. AMC was amongst the first to introduce cup holder armrests, stadium-style seating, “Love Seat” style seating with retractable armrests, Dolby Digital etc. The company’s business consists of licensing first-run films from distributors working for production companies as well as independent distributors on per film and theatre basis. AMC offers various food and beverage options which include popcorn, soft drinks, candy etc. The company offers other services like booking tickets online, theatrical exhibitions, etc. As of January 2022, AMC Theatres has a total over 31,000 employees.

AMC Entertainment’s Unique Selling Proposition or USP is its commitment to provide its customers the best movie-going experience. Its remarkable marketing strategy, pioneering technology and distinctive theatre services are designed to make AMC a leader in customer engagement. It aims to deliver the most memorable in-person experience while at its theatres. The company aims at achieving efficiency by expanding into markets with good potential and closing out in those where it fails to meet growth expectations.

Revenue :

US\$ 2.52 billion - FY ended 31st December 2021 (103% decline y-o-y)

US\$ 1.24 billion - FY ended 31st December 2020

SWOT Analysis :

The SWOT Analysis for AMC Entertainment is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Successful track record of integrating complimentary firms through mergers and acquisitions 2.Differentiated customer experience above industry standards 3.Largest market share in the American Market with global value chains 4.Exciting and innovative premium large format offerings 5.Well Located and highly productive theatres 	<ul style="list-style-type: none"> 1.Lawsuits and Rumors tarnish the company's image and increase costs 2.Revenues dependent on movie popularity and quality
Opportunities	Threats
<ul style="list-style-type: none"> 1.With most small and local theatres out of business due to the pandemic, AMC can grab a larger market share 2.Investment in new technology, collaborate with online streaming services and create new services and products to catch-up with leading players 3.Collaborate and produce original movies to increase viewership 	<ul style="list-style-type: none"> 1.Due to guidelines following the pandemic, most theatres have been shut down with imposed capacity restrictions 2.High competition from online streaming services that are gaining popularity

PESTLE Analysis :

The PESTLE Analysis for AMC Entertainment is given below:

Political	Economical
1.China-US trade wars may result in hindrances 2.Political instability in operating countries may reduce demand for movie theatres	1.Economics recession further pushed by Global Pandemic 2.Low or negative profits in the entertainment industry resulting in slowdown and losses
Social	Technological
1.Increases in online ticket purchases as compared to in-theatre ticket purchases 2.Younger audiences aged 16-34 years are the most frequent film-goers	1.Enhancements in digital platforms (mobile and website) to improve customer experience 2.Automation to reduce costs
Legal	Environmental
1.Changes in entertainment taxes and liability laws in different countries may affect business 2.Regulation and censorship concerns may create conflicts	1.Shift to eco-friendly infrastructure and materials 2.Low-emissions industry with scope for adopting clean energy

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