



Cine-City

Pricing Strategy

The Team

- Head of strategic planning

M. Nabeel Pervaiz (15 years diversified experience in cinema and theatre industry)

- Head of finance

M. Umer Javaid (7 year diversified experience in entertainment industry)

- Head of business development

Arslan Ahmad (7 years experience in corporate relationship management)



Pricing Objective

- Long-term objective
 - To maximize revenues in order to support future expansion plans.
 - To attract audience from all walks of life.
- Short-term objective
 - To maximize income from the most popular performances
 - To maximize audience through modified yield management

Theater Structure

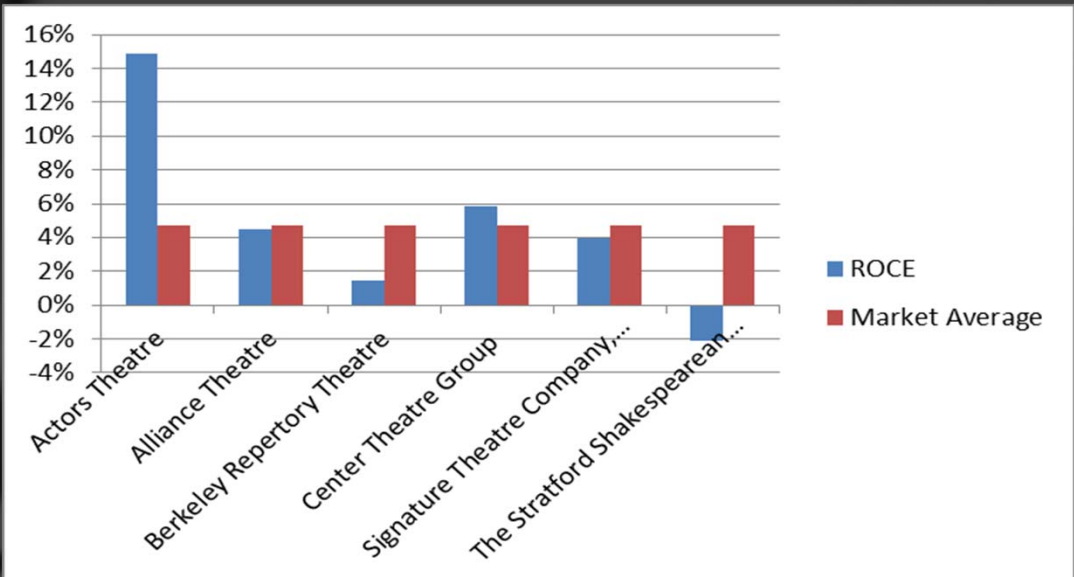
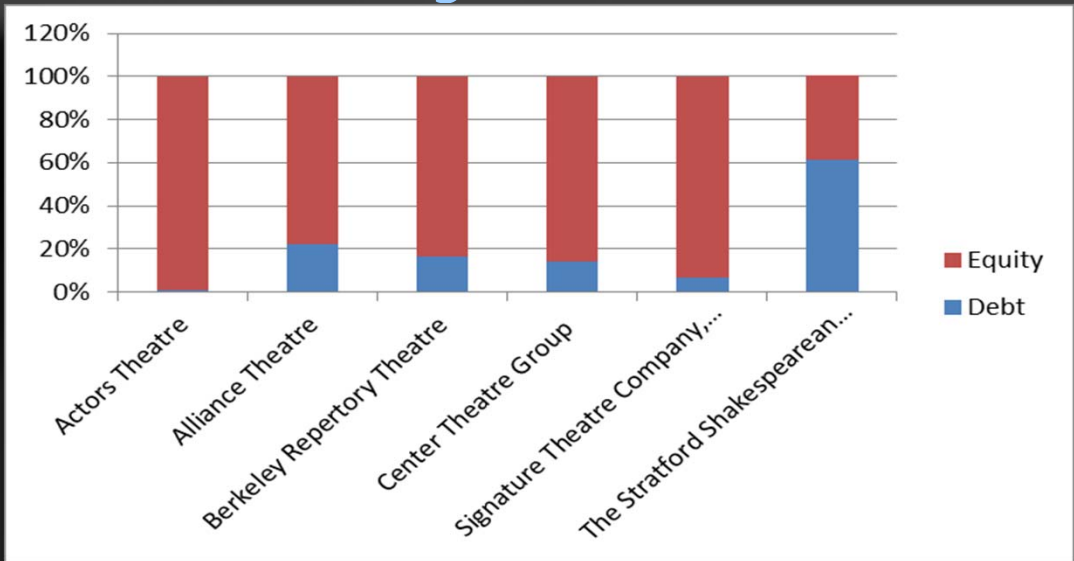




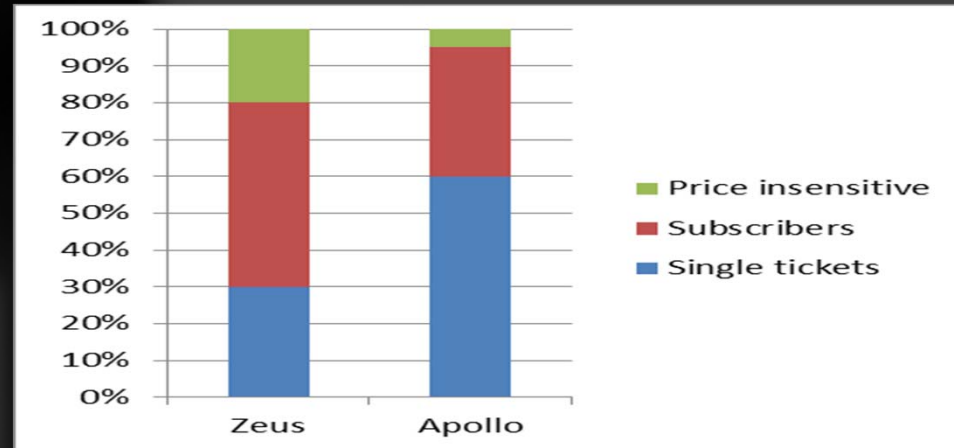
Industry Analysis

- Analysis of consumer behavior.
 - Price insensitive customers
 - Subscription customers
 - Price sensitive, single ticket customers
 - Confusion caused by multiple discounts
 - Low D:E Ratios of industry
- Opportunities.
 - Market segmentation
 - Revenue maximization through multi pricing
 - Approach to yield management

Financial Analysis



Pricing strategy for performing arts



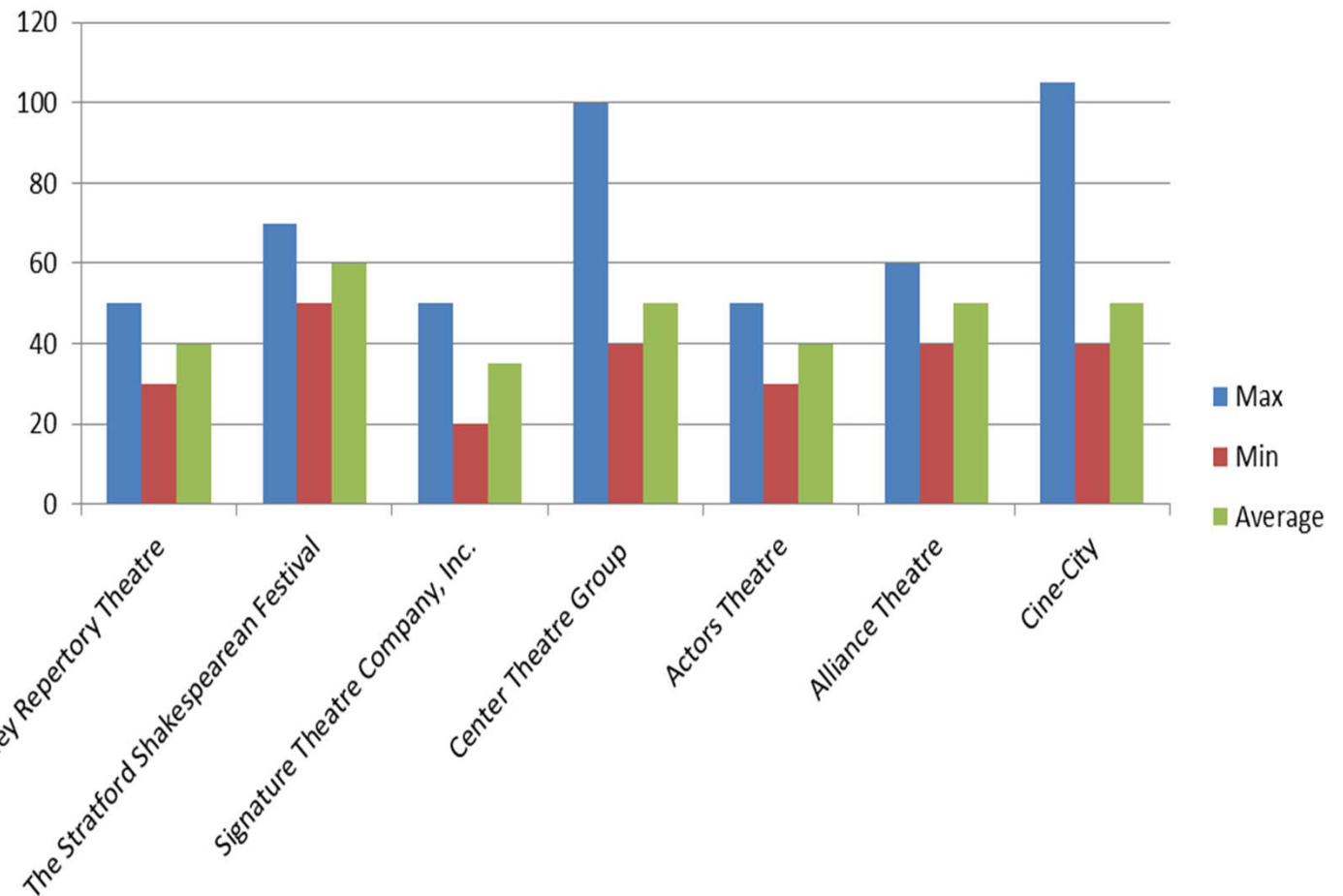
- Price differential between Zeus and Apollo will be 8-15\$ based on popularity.
- Gallery tickets will be highest premium price for Apollo. For Zeus, they will not be available to general public.
- Both theatres are scaled and seats are divided into 3 categories; Platinum, Gold and Silver.
- Ticket pricing based on seat location, show popularity and time/date of show.
- Discounts policy



Pricing strategy for exhibition arena

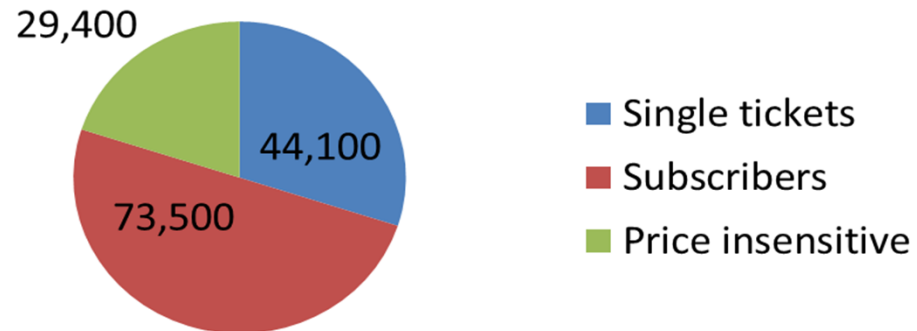
- Standard ticket price:
 - Exhibition/festival
 - Artist involved
- Discounts:
 - Standard discounts to subscribers
 - Early bird discount
 - Corporate discount
 - Transaction mode discount
- Government Grants

Pricing Comparison

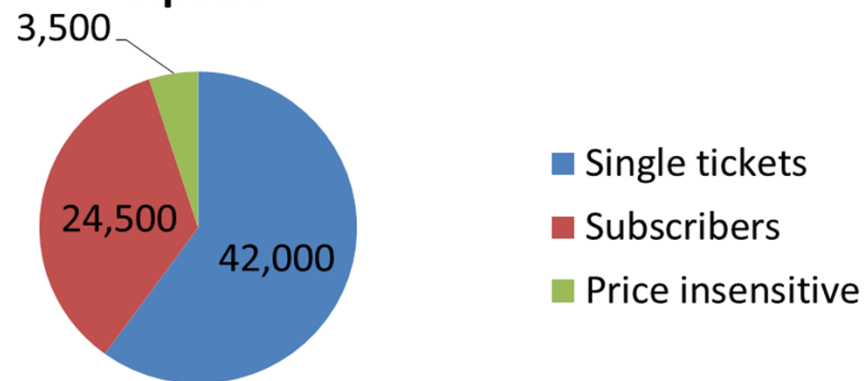


Targeted Sales

Zeus



Apollo



Average Price Working

Cine-City

Average price working

Average market return on capital employed	4.75%
Targeted overall return on capital employed	5.44%
Market high	14.84%
Market Low	-2.11%

Capital bifurcation into business activities	Capital Employed	Return%	Targeted return	Govt. grant	Total Return
Investment in Performing Arts	65,100,000	5.00%	3,255,000	-	3,255,000
Investment in Arena	11,250,000	8.00%	300,000	600,000	900,000
	76,350,000	5.44%	3,555,000	600,000	4,155,000

Average price calculation

	Performing Arts	Exhibition Arena
Number of seats	3,100	500
Expected utilization	70%	80%
Number of shows	100	150
Required tickets	217,000	60,000



THANK YOU