



**Annex 10**  
**SWOT ANALYSIS (STRENGTHS,  
WEAKNESS, OPPORTUNITIES  
AND THREATS)**

**FULL**

# SWOT ANALYSIS (STRENGTHS, WEAKNESS, OPPORTUNITIES AND THREATS)

**Strengths:**

- The immersive multiplex is a new and different concept.
- It optimizes the use of the space, maximizing the screen sizes at the same time.
- The level of management is far superior to a standard multiplex.
- It manages to triple the seat turnover rate of the best complexes.

**Weaknesses:**

- It requires a bigger investment than a traditional multiplex.
- Its management, staffing and maintenance costs are higher.

**Opportunities:**

- It is easy to clone the model.
- It easily poaches customers from its rivals.

**Threats:**

- The current Media Sector is highly volatile and unpredictable. As a result, the risks of any decisions are high.

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