

PANORAMA

BIOGRAFERNE VED LILLEBÆLT

Panorama

“The theatres at Lillebælt”

Panorama exists of 2 theaters, one on each side of Lillebælt (the strait that runs between Jutland and Funen). You might not expect them to be any different than other theatres, and basically, they aren't. The thing about Panorama is that they turned the theatres in Denmark into family experiences. They invented the term “Baby-bio” for mothers and their babies. Panorama invented a lot of other things in the same category, many of which later spread to the rest of Denmark.

Services: Showing movies, and creating an experience for families.

SWOT analysis:

Strengths: A strong and satisfied base of consumers/customers. Great facilities, good location, and a cozy environment, where people like to be. A great reputation also seems an extraordinary strength.

Weaknesses: Price, in terms of competing with online streaming. Relatively low area of influence, so prone to other theatres trying to gain new customers.

Opportunities: Not many theatres in Denmark has the same level of satisfaction from their customers, so it'd be a great opportunity to scale up, and expand into other cities.

Threats: Other theatres. Great online streaming.