Business Intelligence in PVR CINEMA HALLS

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ABSTRACT: *The cinema hall besides being an entertainment zone has to improve on other areas such as technology obsoloscence, reusability, security, refreshments, non-business day value creation and staff. The research paper proposed numerous such avenues for the betterment of cinema halls.*
KEYWORDS: *e-business model, cinema hall, chair, election campaign*

I.   INTRODUCTION:

Business intelligence fundamental building block is quality data and processes to analyze data, interpret the information and act upon the relevant data, to discover opportunities and achieve operational efficiency, and impact business performance [1]. Success is measured by end user perception, active participation and sense of ownership to the project [1].

II.   LITERATURE SURVEY:

Entertainment, a social activity of the increasing urban population, being part of the crowd is sometimes an explanation for the demand of entertainment viz live performance with impactful technology [2]. Technology changed the ways of supply of entertainment viz cinema halls[2].Seventy percent Indians need to consume micronutrients like vitamins and minerals, added in food fortification or food processing[3]. According to the Copenhagen consensus estimate, every one rupee spent on food fortification results in nine rupee benefits to the economy [3]. A e-business model is essential for every business irrespective of new or an established player, for value creation [4]. Photo-chemical blanking, also called photo etching, removes material by photographic techniques and blanks burr-free surfaces as thin as 0.0025mm[5].

III.   METHODOLOGY:

a)   Nutritional value refreshments. Instead of soft drinks, any fruit juices as that of Tropicana adds nutritional value to the customer money paid.

b)   Bulk bookings at discounted price on Wednesdays. Wedding receptions could enjoy a film. Students could book tickets in bulk to enjoy a discounted price. This increases the theater occupancy in non-business days; a e-business model value creation.

c)   Driving license education promos. Theater advertisements time slots before the movie and in intervals carry a huge revenue earning potential. A driving license education promo is a good business tactic, besides traffic rules sensitization.

d)   LED dividers instead of pullout cloth dividers. Light emitting diode emits a light ray to demarcate the line not to cross. It also disciplines queue lines at refreshments. Thus, it reduces material consumption and calls for technology obsolescence.

e)   Slide-in/out chairs instead of bolts and nuts. A new design of the cinema hall chair eases assembly and dis-assembly. The new design asks the chair to assemble and dis-assemble itself with slide-in/out guideways instead of nuts and bolts. An arm rest could be slided-in/out. Likewise, the entire chair could be built in parts sliding-in/out. This saves material as it is only the guideways to be replaced.

f)   Recycled plastic fiber to replace cushions in chairs. Plastic waste disposal is a great business to do. The theater chair cushion gives a new avenue to dispose plastic waste. Plastic waste is upcycled into a foam-fabric to be used as cushions. Thus, the foam-fabric could be reused any number of times irrespective of re-stitching the chair cloth.

g)   Photo-Chemical blanking printing instead of direction hoardings. The sign boards inside the theater and the theater arena could be done in photo-chemical blanking. Presently, these sign boards are fastened mechanically. For example, the exit sign board inside a theater could be photo-chemical blanked to glow in fluorescence.

h)   Cinema screen to photograph viewers in interval time. With increasing urbanization and population commutation, security is vulnerable by the day. Thus, in select areas, the theater screen to photograph the

audience unaware to cross-check them with the police database. It is a security feature more than technology obsolescence.

i)   Opposition of a state government to hire cinema halls for election campaign. Film theaters could be hired for election campaign by the opposition parties. For example, PVR operates in 77 cities. Thus, all the screens could be booked in bulk for a three hour election speech of the opposition leader. Thus, it eases campaign. However, PVR could claim tax exemptions for the facility.

j)   Staff badges to be non-magnetic detachable cloth piece. PVR uses a magnet to display-lock the staff badge. The flux of the magnet may interfere with the biological functions of the human heart. Thus, not recommendable.

IV.   CONCLUSION:

The vibrant cinema has to evolve itself in technology to bring-in new features and adapt latest technologies such as light emitting diodes, in cinema halls. The cinema hall besides being an entertainment zone has to improve on other areas such as technology obsoloscence, reusability, security, refreshments, non-business day value creation and staff. The cinema hall e-business model has to find new avenues to improve business and improve theater occupancy in non-business days. The cinema halls have to improve security features in select urban areas. The paper has put forward many such avenues to improve cinema hall business and ambience besides ergonomics of the seat occupancy.

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