

Group 4

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SWOT

▶ Strengths

- ▶ We lead new technology in
- ▶ • Seasoned actors and actresses
- ▶ • Innovative film technique

▶ Weaknesses

- ▶ Heavy dependence on income from North America
- ▶ Few opportunities for significant growth through acquisitions

SWOT

▶ Opportunities

- ▶ more and more customer in this industry, because people respect on entertainment in the recent years.
- ▶ This industry become internationally, we can invite some foreign movie stars from various countries.

▶ Threats

- ▶ There may be a lot of movie companies in the future
- ▶ Customers may have different preference in different time
- ▶ Intense competition
- ▶ Increasing piracy
- ▶ Strong growth of online TV and online movie rental