**Consulting Case Study**

Your client is a **global** cinema chain with an opportunity to **buy a UK cinema chain** (30 cinemas) – they want you to determine whether or not this is **attractive,** particularly in **size and growth** of revenue.

1. What is the **annual revenue** for the cinema chain?
2. What revenue improvement **opportunities or risks** exist?

What are the key questions to think about?

How would you structure the problem?

* Potential questions you might be asked:
* How **confident** are you about your current revenues?

1. What are the 1-2 assumptions you’d most like to **check**?
2. Can you think of a **different approach** that would enable you to ‘triangulate’ your answer?

* What are the likely **improvement opportunities and risks** to revenues?

1. Which **market dynamics** will most affect revenues?
2. Where should the **CEO’s focus be for improving the revenue** of the cinema chain?

