

# A Case Study on Lion Cinemas

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## **Declaration:**

I hereby declare myself.

1. The internship report which was submitted by me is my fully original work while completing my degree at BRAC University.
2. The report does not contain any material or content which was previously published or written by a third party, except where this is appropriately cited through full and accurate reference.
3. The report does not contain any material or content that has been accepted, or submitted, for any other degree or diploma at BRAC University or any other university or other institution.
4. I have acknowledged all main sources of help.

## **Student's Full Name and Signature:**

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## **Letter of Transmittal:**

Saif Hossain

Assistant Professor & Program Director

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BRAC University

Kha-208, 1 Bir Uttam Rafiqul Islam Ave, Dhaka-1212

Subject: Prayer for Submitting Case Study to BRAC Business School Faculty

Dear Sir,

This is my wonderful opportunity to represent my eligibility and skills in providing details method about selecting and exhibiting different types of Bengali movies for Lion Cinemas. I was guided by you and the report was prepared by me with your wonderful direction.

I have tried to give my effort and time in finishing the report with necessary, constructive, and relevant information and suggested an appropriate business model for Lion Cinemas in a significant and compressive way as much as I can.

I hope that the report will fulfill the wishes of the Director of Lion Cinemas.

Sincerely Yours,

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Zarin Tasnim

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BRAC Business School

BRAC University

28<sup>th</sup> January 2024

## **Non-Disclosure Agreement:**

This agreement is made to set up some terms and conditions under which private, commercial, and secret information shall be divulged between the director of Lion Cinemas and the post graduate student at BRAC University.

1. To keep all the information of the Lion Cinemas secured and confidential which will be shared with me, and the research information will not be shared with any other student or third party outside the BRAC University through discussion, form, or any other format.
2. To keep all the information about Lion Cinemas in private space while it is under my observation.
3. I will only use the research information about Lion Cinemas for my case study purposes and I will not use this information for any unacoustical purposes.
4. To return all the proprietary information by any means to the supervisor when I have completed my all-research tasks about this case study.
5. The research information will also be used by the supervisor for the purpose of the learning process and examination in graduate and post graduate program where the students will be enrolled, and they will be under observation, and they will be guided by the supervisor.
6. My supervisor also agrees to keep all the research information secure and private.
7. To publish all the information about Lion Cinemas in case study by getting the permission of the Director of Lion Cinemas. No information will be published without his consent.
8. No false, illegal, and unauthorized information about Lion Cinemas will be disclosed.
9. The implementation of this research will only be done by the Director of the Lion Cinemas. No other person will implement this theory without the permission of the director.

**Student's Full Name and Signature:**

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**Zarin Tasnim**

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**Director's Full Name and Signature:**

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**Mirza Abdul Khaled**

Director

Lion Cinemas Pvt Ltd.

For more information, queries, questions, updates, or concerns about this case study, please contact:

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## **Acknowledgement:**

First, I am very thankful to Almighty Allah for bestowing me the patience and courage to finish the task within its deadline. Without the number of people success remains silent. This case study is really very interesting to me and creating a report like this leaves me with a store of knowledge, useful information, and happy memories. This type of case study is useful for further research on different institutions, correlating business theory with the cinema hall and it will also help me in my future job.

I want to sincerely acknowledge my debt to our course instructor, our honorable faculty, Saif Hossain, for his precise instruction regarding report preparation. Without his encouragement, this would not have been possible. Then, I want to specially thank my honorable guest, Mirza Abdul Khaled, Director of Lion Cinemas Pvt Ltd, for giving an overall concept about whole Lion Cinemas which has helped me a lot to prepare the report on this topic.

Where this case study succeeds, I share the credit, where it errors, I accept the responsibility. To sum up, it is an honor to work with all open-minded people.

## **Executive Summary:**

Mirza Abdul Khaled, Director of Lion Cinemas Pvt Ltd., is in a situation where he wants to grow his new business to more widespread. At present, the cinema hall is running but he wants to increase the number of customers. Lion Cinemas exhibits three types of movies which are Bengali, Hindi and English. Normally, the customers are less interested in local Movies rather than foreign movies. So, the main challenge of Lion Cinemas is to increase the number of spectators in the Local Cinema. This may lead to high profits in the business of Lion Cinemas if a high number of customers can be attracted to Local movies. It started its journey in 1930, it was closed due to some losses in 2002, later it was reopened in 2022. Though Lion Cinemas was not reestablished a long time ago, Mirza Abdul Khaled confronted that his activities were little delayed due to COVID-19 pandemic which began in 2019. Mirza Abdul Khaled should make important decisions for Lion Cinemas to find a sustainable and successful model for his business. Although the case details are very specific to the context of a developing country like Bangladesh, the general principals which are involved into this case can be applied to any kind of Cinema Hall in Bangladesh. It is not applicable through the whole worldwide Cinema Hall.

**Keywords:** Business Model; Cinema Hall; Customer; Movie; Profit; Segmentation Target and Positioning Theory

## **Table of Contents:**

Declaration:.....	ii
Letter of Transmittal: .....	iii
Non-Disclosure Agreement: .....	iv
Acknowledgement: .....	vi
Executive Summary:.....	vii
List of Figures: .....	ix
List of Acronyms: .....	x
Learning Outcomes:.....	1
Introduction:.....	1
Background: .....	2
Bangladeshi Film Industry:.....	3
Showing Different Types of Films: .....	6
Business Model of Lion Cinemas: .....	8
Planning for the Future: .....	10
Conclusion: .....	12
Discussion Questions:.....	13
References:.....	14



## **List of Figures:**

Figure 1: Preparation Steps of Lion Cinemas .....	8
Figure 2: Business Model of Lion Cinemas .....	9

## **List of Acronyms:**

COVID-19	Coronavirus Disease 2019
DCP	Digital Cinema Package
OTT	Over-the-Top
STP	Segmentation, Targeting and Positioning
VPF	Virtual Print Fee

## **Case:**

### **Learning Outcomes:**

After studying the case, the students should be able to:

- Evaluate the importance of developing a business model for playing different kind of Bengali movies in Lion Cinemas.
- Know the Choices of Customers about preferring a Bengali Movie.
- Exhibit Bengali movies depending on the demand of the customers.
- Determine a Profitable and Marketable Business Model of Lion Cinemas based on the Choices of the Audiences.
- Analyze whether this business of Lion Cinemas is viable and Marketable by using STP theory.

### **Introduction:**

Mirza Abdul Khaled, Director of Lion Cinemas Pvt Ltd., founded Lion Cinemas for entertaining Audiences. The motive of his company is to exhibit movies for entertaining audiences. He generally exhibits three types of Cinemas such as Bengali, Hindi and English so that the people of Bangladesh can enjoy different types of movies from their own country. Lion Cinemas itself is a brand and it is the only developed Cinema Hall with Modern Technologies which is situated in old Dhaka (outside Dhaka City). It has its own website and mobile applications by which the audience can buy the tickets online. The apps can be downloaded on both Android and Apple Mobile Phone.

The area of the multiplex is eighteen thousand square feet (Ahmed & Bhuiyan, 2019). The director of the theatre arranged eight hundred seats, which are divided into four halls, for the audience. There are many food courts and a film museum for the spectators so that the spectators can enjoy their pastime by visiting there (Ahmed & Bhuiyan, 2019). Joy Cinemas is a managing partner of Lion Cinemas who helps Lion Cinemas to run the theatre smoothly. It helps the director to run the theatre at minimal cost. The foreign films are shown on fixed two screens and another two screens are used for playing Bengali movies. A screen was set up in the cinema hall which is 3D (Dwip, 2018). It was rebranded in 2022 and it played its first film on the 3<sup>rd</sup> of May

2022. Muslim celebrated Eid al-Fitr on that day. Due to this festival, the movie was released on that day.

The activity of the theatre was delayed due to the COVID-19 pandemic situation. The seating arrangement of the cinema hall is two types, and they are Premium and Regular. In the premium system, the customers can view the movies in a better angle and in regular seating arrangement, the angle is normal. As the multiplex is new, the director wants to increase the number of customers. Specially, he wants to increase audiences for Bengali movies so that he can earn more profit for running the multiplex very well. Will it be possible to set up the right customer acquisition model for Lion Cinemas to increase more customers? Would this customer acquisition model allow Lions Cinemas to remain viable and achieve greater success?

## **Background:**

A Zamindar whose name was Kishorilal Roychowdhury built a theatre in Old Dhaka in 1897 and the name of the theatre was Diamond Jubilee Theatre. Later, due to demand of the normal public, they started to show films only in the theatre from 1927. Then, the theatre was bought by Mirza Abdul Kader in 1930 (Ahmed & Bhuiyan, 2019). The name of the theatre was renamed, and he gave the name of the theatre “Lion Theatre” in 1932 (Ahmed & Bhuiyan, 2019). 938 spectators could be accommodated by the theatre. Later, the theatre was shifted to Islampur. Mirza Abdul Khaled became the next owner of this cinema hall. The cinema hall was suffering some losses and he shut down the cinema hall due to these losses in Islampur in 2002. Then, he bought land in Kadamati model town in Keranigonj. He founded and named “Lion Shopper World” shopping mall and here he reestablished “Lion Cinemas” hall in that shopping mall. He made the schedule to open the multiplex on 1st March 2018 (Dwip, 2018), but he changed the schedule, and the date was set on 16<sup>th</sup> December 2019 (Ahmed & Bhuiyan, 2019). Later, the activities were again delayed due to the pandemic situation (COVID-19), and it restarted its journey and activities on the 3rd of May 2022 due to “Eid al-Fitr” festival of the Muslim.

Lion Cinemas was established by taking loans from the Bank. Joy Cinemas is the managing partner of Lion Cinemas who help to run the theatre. The mother company of Joy Cinemas was Banga BD. Banga BD was a totally app-based company. Lion Cinemas is fully equipped with

Apps, Sound Box, Projector etc. and many more equipment. It is named after Lion Cinemas for increasing the number of spectators.

Though Lion Cinemas started its journey in the 19th century, it can be considered as a new cinema hall after renovating the cinema hall in the new place. So, it is natural that the number of the audiences will be lower than the running theatre in Dhaka city.

The place is slightly far from Dhaka city. The habits and interests of people in choosing the cinema have changed with the pace of time and decades. The people of Keranigonj are traditionalists, and they are generally not so interested in watching movies in the theatre. People are generally bored with same type of Bengali movies. So, Lion Cinemas must make a special plan for the customers with the newer category of movies.

## **Bangladeshi Film Industry:**

To begin this exploration of new business model of Lion Cinemas, the owner of Lion Cinemas reviewed some key points about marketing system of Cinema Hall in Bangladesh. Dhallywood is playing a great role in the field of film industry in Bangladesh. This sector is focusing on producing Bengali Movies depending on the choices of the customers. Releasing of teasers, trailers, movies etc. everything are directed from Dhallywood and cinema hall exhibits these movies for entertaining the customers. Watching movies is one of the famous pastimes in Bangladesh. People of different ages watch different types of movies. The Bradford Bioscope Company introduced Cinema in Bangladesh in 1898; we can credit this company for releasing the first film in Bangladesh. The first Bengali production short silent film was “Sukumari” which was released in 1928. Later, the film industry was upgraded day by day and became very famous among the customers.

In 1970s, many movies were released and some of them made a blast on the film industry in East Pakistan (known as Present Bangladesh). Such as an example can be given as, Jibon Theke Neya, it is considered as the milestone movie in East Pakistan (Masud, 2004). This movie was based on politics about Bengali language of people of East Pakistan who were protesting the decision of making “Urdu” as national language against west Pakistan. The worldwide gross profit of the movie is still unknown, but it is heard that this movie gained a great profit. Centering these movies, the cinema halls of Bangladesh was capable to earn a big amount of

profit. In the 1970s, another mastermind movies of were “Mishor Kumari”, “Tansen”, “Bindu Theke Britto”, “Binimoy”, “Kothay Jeno Dekhechi”. After independence, business of Dhallywood can be linked with development of Bangladesh film industries. Gaining the independence from Pakistan, Bangladesh was capable to create its own studio whose name was Bangladesh Film Development corporation. The quantity of the production began to increase after the independence, and it was capable to produce most of the Bangladeshi films. Most of the Bengali movies of 1970s were related to war. Among them, the famous movie was “Ora Agaro Jon” which was directed by Chasi Nazrul Islam. It was the first full-length feature film. Later, “A River Called Titas” was one of the worldwide first famous movies and this movie was released in 1973. The worldwide net gross profit of the movie was 0.0123 crore. In this way, the movies of 1970 were gaining popularity day by day.

In 1980s, most of the Bangladeshi commercially movies are inspired in styles and filmmaking process from Indian movies, specially they inspired from Maharashtra. Despite that, there were many Directors and Producers who made original movies or adapted movies from literary works. The highest grossing 1980s Bengali movies are “Chhutir Ghonta” (4 crore), “Matir Ghar” (2.5 crore), “Bhat De” (2.50 crore), “Dhaka 86” (1.50 crore), “Bheja Chokh” (2.43 crore), “Beder Meye Josna” (20 crore) etc. many more. The director started the parallel movement in the films from this era, although there were many movies with different plots, concept, and genre. 1980s movies were strictly commercial movies which were inspired by India Hindi commercial films, so the people found the necessity of making realistic and natural cinema.

Different general reports said that movies of 1970s and 1980s were enjoyable and satisfying to watch. Those eras were golden era for Bangladeshi film industry for making super-duper hit movies.

In 1990s, mainstream commercial movies dominated most of the Bangladeshi movies. Many successful movies were produced at that time. Most of the directors were fully concentrated on commercial Indian Hindi Movies and they directly copied from these Hindi films. Some high grossing Bangladeshi films of 1990s were “Goriber Bou” (1.80 crore), “Danga” (1.7 crore), “Chakor” (2 crore), “Keyamat Theke Keyamat” (8.2 crore), “Bidrohi Bondhu” (2.56 crore), “Shopner Thikana” (19 crore), “Sotter Mrittu Nai” (11 crore), “Coolie” (7 crore), “Shanto Keno

Mastan” (10.5 crore) and “Ammajan” (11 crore) (Zaman, 2022). It can be said that the movies were on average rate in 1990s.

During the 2000s, Bangladesh Film Industry has suffered a huge loss in movies. Most of the Bangladeshi films did not perform well. About hundred Bengali movies became flop because of producing low budget movies. Viewership of Bangladesh family was generally dropping. Because of producing low quality and vulgar movies that consisted of melodrama, the film industry was strictly criticized. Continuous declining of Bangladeshi movies in 2000s, Bangladeshi film industry tried to come back with newer version movies after 2007. High grossing films of 2000s were “Kukkhato Khuni” (3.5 crore), “Sultan” (5.55 crore), “Mastaner Upor Mastan” (9.5 crore), “Moner Majhe Tumi” (4.5 crore), “Khairun Sundari” (5 crore), “Dhakaiya Pola Barishaler Maiya” (3.5 crore), “Koti Takar Kabin” (5 crore), “Amar Praner Swami” (4.23 crore), “Priya Amar Priya” (15 crore), “Monpura” (8 crore). Most of the movies were unsuccessful in the 2000s.

Bangladesh Film Industries released four high grossing films in 2010s. A notable film “Jaago” was the first Bengali cinema based on sports. High grossing films of Bangladesh in 2010s were “Number One Sakib Khan” (3 crore), “Moner Jala” (2.9 crore), “Khodar Pore Ma” (1.8 crore), “Purno Doirgho Prem Kahini” (3.5 crore), “Agnee” (8.7 crore), “Agnee 2” (3.9 crore), “Shikari” (4.8 crore), “Nabab” (9.10 crore), “Captain Khan” (1.50 crore) and “Password” (11 crore) etc. During these times, it released four high grossing films with the entry of new actors, actresses and directors.

A new vibe in Bangladeshi Film Industry has come in 2020s. The invention and usage of OTT platform has greatly increased in the country during COVID-19 pandemic. In 2020s, “Poran”, “Damal”, “Hawa”, “Damal”, “Leader: Amie Bangladesh”, “Priyotoma”, “Operation Sundarbans” became hit and recorded a well score on the box office. In 2020s, the arrival of new directors made a revolutionary change in Bengali film industry. High grossing movies of 2020s are “Hawa” (16 crore), “Priyotoma” (41 crore) etc. People from this era started to change their mind a little to enjoy film in the cinema hall.

## **Showing Different Types of Films:**

As it is seen from the passage, the pattern of Bengali cinema has been changed over decade to decade. On 1970s, the people were interested to watch movies related to liberation war of 1971 of Bangladesh. The movies of 1970s and 1980s movies were popular among the people. The concept, plot, story of the movies was different from each other. At that time, the technologies of the movies were not so up-to-date, and people were still satisfied with the normal story of the movies. The most important point is that the numbers of televisions were low in that era. So, people had rare options for watching films on the television set other than watching movies in the cinema hall and they had to buy the tickets and go to cinema hall to watch the movies. By this way, the cinema hall including Lion Cinemas had the opportunity to increase profit by exhibiting and making different kind of movies. There was a change in the movies of 1990s and the directors were interested to make commercial movies and most of the directors were inspired by Indian movies. Many of the movies were directly copied from Indian movies. Since the numbers of the movies were not so satisfactory; spectators still went to cinema hall and enjoyed the movies very much. The business of the hall was running quite well. The same situation was observed at Lion Cinemas. There were still many movies which were super-duper hits.

The disastrous effects came on Bengali film industry on 2000s. Vulgarism came into movies. Many greedy directors made vulgar movies for bad intention. Moreover, the plot, story of maximum movies were almost same and Bengali movies tend to be low budget and arthouse. On the other hand, every family on Bangladesh had the capacity to buy a television. In the city, there was a television in every house. People had the opportunity to watch movies from other countries, especially the movies of Bollywood and Hollywood. Technologies were started to be updated in that era and the movies were successfully made by using these developed technologies which could be found on Bollywood and Hollywood movies. There were different types of movies on Bollywood and Hollywood as well as on another country's film industries such as romantic, horror, thriller, fantasy, social movies etc. many more whether there was not any variation in Bengali movies and most of the Bengali films were formulaic and predictable (Das, 2023). As a result, there were tough competition between Bengali movies, Indian movies, and English movies. For that reason, the spectators lost interest in watching Bengali movies and they kept it as waste of time and money by watching movies on hall as they could see the movies

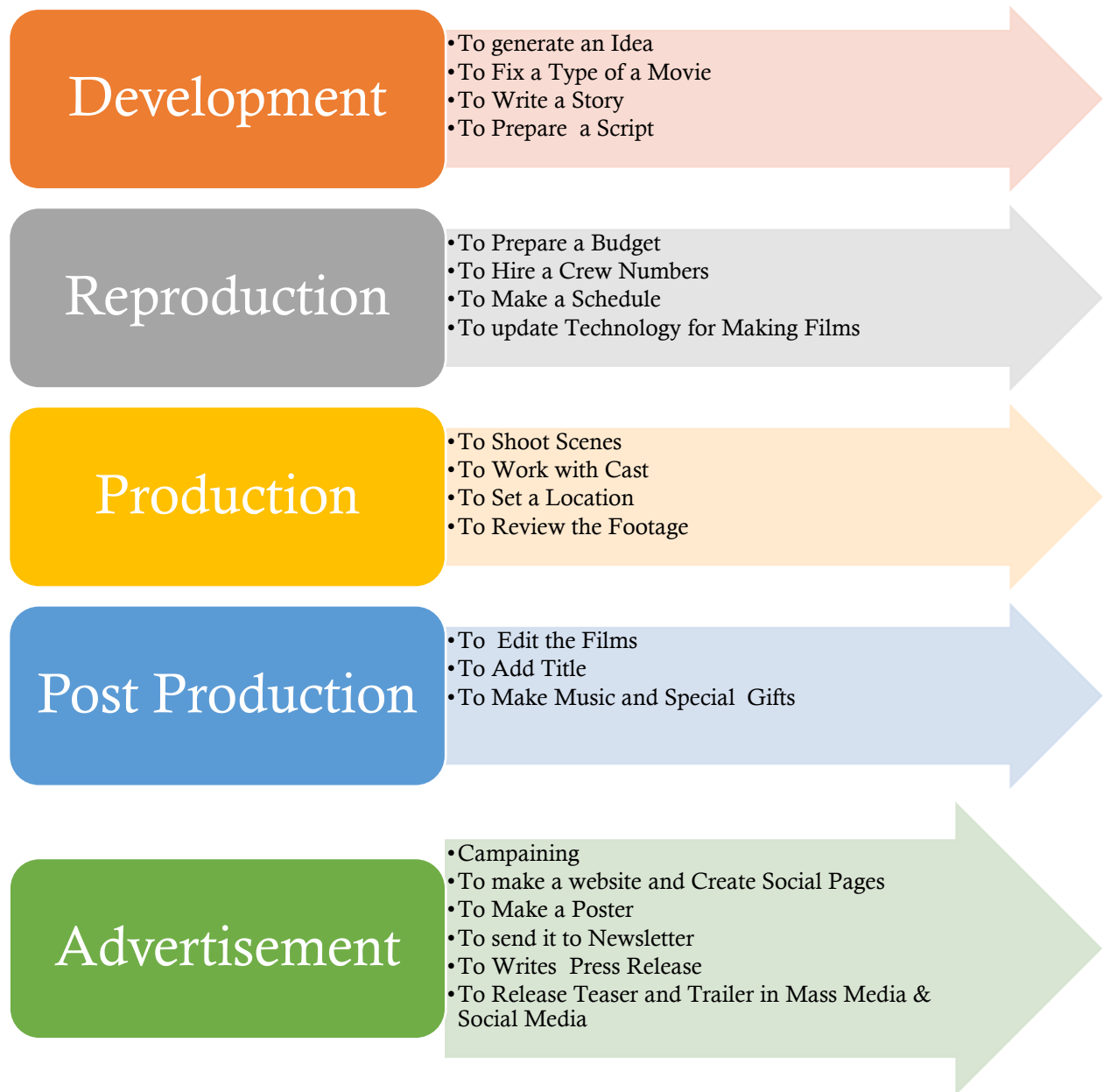


on television. They were also not interested to watch Bengali movies which were full of repeating plot and vulgarism. Due to the decreasing number of audiences, maximum hall was failed to generate profit and they suffered huge losses (Ashiq, 2019). According to an article, the number of the closing cinema hall were 914 and it was possible to open only 321 cinema halls (Roy, 2016). The business of Lion Cinemas was stopped at Islampur and the location was changed to Keranigonj for losses on business.

After 2006, the scenario was a little different but that was still not satisfactory. The profit of Lion Cinemas was still little. From 2010s, many hard working and talented director came into the film industries, and they were trying to make Bengali movies using their creative idea, but it was still challenging for them to generate profit because of small audiences, resources, and budget. In 2020s, the people especially who are living in Keranigonj are more interested in watching movies on social media and OTT platform rather than watching movies on the hall. So, the director of the Lion Cinemas has to make a successful plan on playing different types of Bengali movies upon considering the matter of people's choice, wish on Bengali movies for increasing more customers and more profit. According to an article, *"The marketing of a film is an important factor in its production. Without ads, no one will know a film exists. When a film is in progress, it must be sold in the same way as every other product is to entice audiences to watch it. Film marketing is a technique used to promote a film. It involves calculating everything you'll spend on the film, including DCPs, VPFs, trailers, advertising, and advertisements. This is where the P&A comes in (Prints and advertising budget). You think of what you're going to do in your movie. It wouldn't be entirely wrong to say that oftentimes a movie's box office collection depends more on how well the movie has been marketed, way more than what the story is about."* (What Is Film Marketing?, 2022).

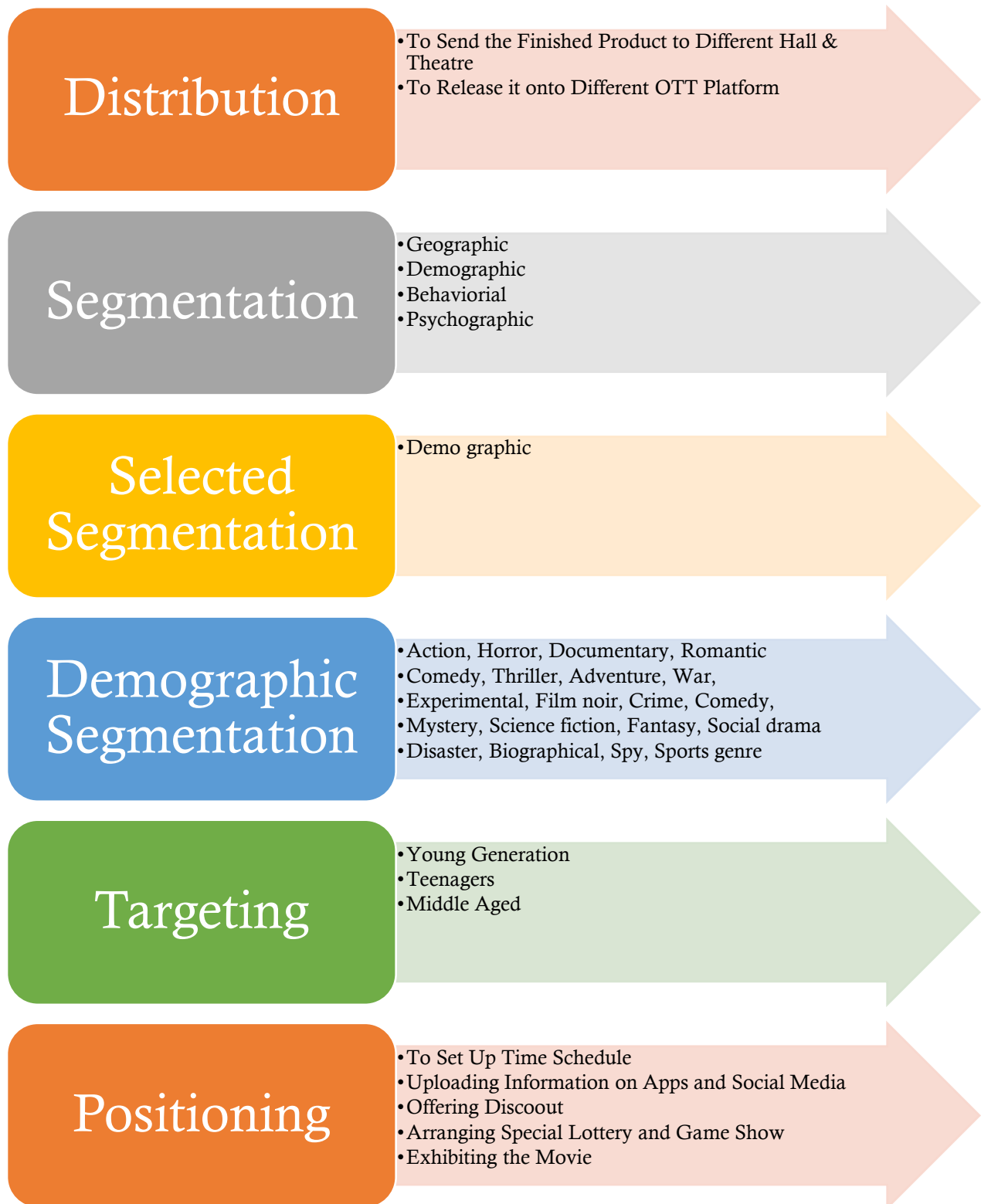
So, film marketing is important in the business of cinema hall. So, Lion Cinemas needs to make a perfect business model to increase profit from showing different kinds of movies in the theatre.

## Business Model of Lion Cinemas:



*Figure 1 Preparation Steps of Lion Cinemas*

With combination of film industry from a research paper, a model of Lion Cinemas was shown in the figure. (Hossain, Rahman, & Abedin, 2013)



*Figure 2 Business Model of Lion Cinemas*

After preparation, Lion Cinemas can implement the above business model.

## **Planning for the Future:**

As it is known to all, Lion Cinemas was situated at Islampur. Due to some reasons, it was shifted to Keranigonj Model town, and it was renovated with new and developed technology. When it tried to restart its business on 2019, COVID-19 took place in Bangladesh in 2020. Due to pandemic situation, the activities of the theatre were delayed to health issues and security. Its activities restarted in 2022 by exhibiting the movie “Golui” (A new multiplex in the heart of Old Dhaka, 2022). The hall is still running now. The director has plans to introduce newer things in the future. The theatre is exhibiting three types of movies Bengali, Hindi and English but the theatre can earn utmost profit by showing Hindi movies. The customers are not interested in English movies due to language barrier. So, the opportunity of the hall can be increased by playing Bengali movies which is tough and challenging. That’s why I came up with the new business model for Lion Cinemas which has already been described. By implementing this theory, it can be hoped to have good future for Lion Cinemas but there is one thing that is very necessary to know. Customer satisfaction is the main key for any business. How many steps do they take if the customers are not satisfied, then nothing can be earned. So, audiences should be their main priority. The attitude, mentality, and thoughts of people of Keranigonj are quite different from the people in Dhaka city. So, they will have to work hard to increase the quality and variety of Bengali movie in a way that the audiences are fully convinced and attracted to watch Bengali movie.

At present, Lion Cinemas is facing some challenges about releasing foreign movies in the theatre. Recently, a new movie called “Jawan” starting with Shah Rukh Khan was released on 7<sup>th</sup> September at every movie theatre in Bangladesh (Jawan: Street protests being staged in Bangladesh against Sh .., 2023). This was the first time that an Indian movie was released in Bangladesh. It was not so easy to release this movie in Bangladesh. According to an article, a group of influential filmmakers, directors, and actors such as Delwar Jahan Jhantu, AQ Khokon, Saimon Tariq and many others protested against “Jawan” release. They raised their voices and went on street protest so that the release of “Jawan” could be stopped (Akbar, 2023). They strongly believed that the release of foreign movie would bring a negative impact on Bangladeshi movies. On the other hand, running Lion Cinemas is not an easy task. For running a movie theatre, the director has to pay electricity bills, cleaning bills etc. many bills and he has to

provide a strong security to the audiences for the safety purpose. It is not like that he is not interested in releasing Bengali movies. He is fascinated to release Bengali movie, but the audiences are not interested in Bengali movies that much. As a result, he has to release foreign movies besides Bengali movies for earning more profit and customer satisfaction. If he depends only on Bengali movies, it will be tough for him to continue the theatre because of losses movie. It will be tough for him to give financial support for the maintenance. Moreover, there is a possibility to shut down the hall for not having sufficient money. He has also logic and he is right in his position.

If Lion Cinemas wants to depend on releasing foreign movies for running theatre, there is a big possibility of losses of interests of the audiences in Bengali movies in the future. It is true that the customers are really very interested in watching Hindi movies, but they are not fond of watching all kinds of foreign movies due to the language barrier. Hindi and Bengali are almost same languages and customers are choosing it happily for that reason. They are not interested in other foreign movies due to the language barrier even if the movie is unique and enjoyable to watch. Moreover, the people of Keranigonj have become traditionalists nowadays. Nowadays, most of the parents of the young generation are also very traditionalist. They generally don't like to allow the teenagers and young generation to watch movies at Cinema Hall. For that reason, there is a big possibility of lowering the number of audiences in Lion Cinemas. Lower customers will lead to a decline in the profit. It will be tougher for the Director to pay the internal expenses of Lion Cinemas. This may also lead to shut down of the theatre which will cause a big loss in the hall industry. So, what steps should Lion Cinemas take? What will be the solutions for Lion Cinemas? How can the Director take more steps to increase the number of customers? How can he attract the customers in watching Bengali movies? These questions will lead path to the Director running the theatre successfully.

The theatre can follow STP theory to increase their profit. STP theory consists of three terms segmentation, targeting and positioning. Lion Cinemas can divide the market groups into 4 segments such as geographic (country, region), demographic (age, gender, occupation), Behavioral (purchasing habits, loyalty, action), Psychographic (lifestyles, habits, hobbies). Then, they have to select a certain segmentation and they have to choose different types of Bengali movies such as action, horror, documentary, romance, comedy, thriller, adventure, war,

experimental, film noir, crime, romantic comedy, mystery, science fiction, fantasy, disaster, biographical, spy, sports genre etc. many more. For example, they can target the young generation, especially the teenagers as they are fond of watching movies. This young generation can be fixed at demographic segmentation. After that, they can buy horror, mystery, romantic, slice of life or thriller Bengali movies for playing on the movie theatre as these types of movies are famous among the young generation. They can also target middle aged people in the demographic segmentation. As I mentioned before, the mentality of the people of Keranigonj is quite different. So, Lion Cinemas has to choose the movies more carefully for middle-aged people as they are not accustomed to all kinds of movies, and they like to watch a special type of movie. They can select political, social drama, family drama or religious movies so that they can attract middle-aged audiences quickly. They can exhibit the movies with some special offers such as offering discounts on movie tickets and food code. They can also arrange the lottery system depending on the category of the movie related to the festival with attractive prizes. They can also arrange a gaming zone beside the theatre so that the audiences can enjoy the game. It will also be a better opportunity to increase the number of customers. Finally, they can exhibit the desire Bengali movie on their hall.

Besides selecting the theory, Lion Cinemas should have appropriate marketing approach of exhibiting Bengali movies so that the customers should be aware about every releasing movie. Now, every sector is following a digital marketing approach. The hall should follow this theory with a digital marketing approach. Set, seating arrangement, time should be arranged properly so that the spectators can be easily attracted. The video print of the movies should be up to date. Social media should be used perfectly for the marketing of any upcoming movie. Apps of the movies should be uploaded in the play store very perfectly so that the audiences did not feel any disturbances during downloading the app. By combining the theory and digital marketing strategies, Lion Cinemas can hope to increase its profit within a few months.

## **Conclusion:**

Bengali films are an important asset and aspect of Bangladesh culture and there can be a lot of opportunity to learn a lot of things from Bengali movies. The quality of Bengali films is not improved at all and for that reason Lion Cinemas is suffering a lot about exhibiting Bengali movies. There are many shortcomings of Bengali movies are found through several research and

study. The amount of the number of the documentation of Bengali movies is less which has been achieved. Most of the people who are related to the film industries is not well educated, lack of experiences and don't have any knowledge in this perspective. It is one of the reasons that Lion Cinemas is not capable of earning sufficient profit and facing many problems bearing the expense of maintenance. The present situation of Lion Cinemas is discussed in detail in this research paper. This study also lightens on finding the loopholes of the entire system, trying to provide a business model for Lion Cinemas so that the system of the multiplex can be more effective. Further research can be done on Lion Cinemas into making a more effective model because it is important for the future business of Lion Cinemas. The process of implementing a model for Lion Cinemas is also necessary for making profit. The business of Dhallywood is not going well, as a result the multiplex is facing many problems about bearing cost. If implementation of business model can be applied on Lion Cinemas appropriately and perfectly, the director of the theatre can hope that many problems will be resolved, and the audiences will really be interested in watching the Bengali movies. Moreover, more investors will come forward to help Lion Cinemas to improve the financial condition of Lion Cinemas, which will turn the backdated situation of Lion Cinemas into an updated situation. (Kareem, 2017)

### **Discussion Questions:**

1. Is it possible to create a business model of Lion Cinemas by using another business theory besides STP Theory?
2. Can Lion Cinemas as well as the film industries be capable to make and exhibit Bengali Animation like Japanese Anime and American Animation?
3. What do you think about some hit Bengali Movies such as "Priyotoma" and "Surongo"? Were these movies become hits because of nice story or viral marketing?
4. Determine the rate of audiences about watching Bengali horror movies in the hall.
5. Is there any other scope for Lion Cinemas to improve except exhibiting movies?

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