Task 2 - Future Business Processes

Identified and include short description

The future business processes project aims to develop a set of innovative business processes and features for the business to stay ahead of the competition and enhance the overall customer experience. The project scope includes defining new processes and features that leverage technology and innovation to create a more engaging and immersive cinema experience for customers.

The project will cover the following areas:

1. Advanced Ticket Sales Process - new ticketing technologies, such as mobile ticketing, self-service kiosks and online ticketing to enhance the convenience and ease of purchasing tickets.

2. Personalised Movie Experience - exploring the use of data analytics and AI to personalise the movie experience for customers, such as personalised recommendations based on viewing history and customer preferences.

3. Interactive Movie Events - use of live events, interactive screenings and special movie related exhibits to create a more engaging and memorable movie experiences for customers.

4. Innovative Marketing and Advertising Process - such as social media campaigns, influencer marketing, experiential marketing to promote upcoming movies and events to reach new audiences.

5. Upgrading of Current System and Staff Training - replace all software and hardware to newly updated technologies and each employees should have their own device to increase productivity and to reduce wait times with that one computer the Manager currently uses. Training sessions to be provided for all employees for the business to operate in a smooth manner.

6. Sustainable Cinema Operations - exploring new ways to operate the cinema business in a more sustainable and environmentally friendly manner such as using renewable energy sources and reducing waste by utilising non paper tickets.