



بَيْتُ الْكُومِيْدِيَا  
HOUSE OF COMEDY

**LECTURER: MARKETING MANAGEMENT**

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## **Executive Summary**

In this assignment, we will demonstrate the Marketing plan for House of Comedy, a local Comedy Club in Dammam, Saudi Arabia. We are explaining the business and the targeted audience, the market share and the competitors in the area, the current state of the product cycle, SWOT Analysis, moving to market research, and ending up with conclusion and recommendation.

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## INTRODUCTION

The performing arts in the entertainment industry has developed over the years globally all over the world. Like any other business, marketing management plans are essentials to reach the target market effectively supported by different techniques used by marketing departments.

The Saudi vision 2030 and the significant support in the entertainment sector lead to the growth of the performance arts in the entertainment industry, which resulted in more media companies that provide local and international shows.

This will require the House of Comedy to develop marketing strategies to keep the market share on a reasonable level. Plus, to make sure that the customer's satisfaction level measures are made as one of the business continuity indicators.

## HOUSE OF COMEDY



House of comedy is the first comedy club located in the eastern province, Saudi Arabia. Providing regular performance arts entertainments (Stand up comedy, Improve games, Play shows and musicals). House of comedy was started in late 2017 and performed more than 50 shows so far with more than 15,000 audiences regularly.

House of Comedy has been performing weekly at the Saudi Arabian *Society for Culture and Arts* theater as the primary club location with sideshows in multiple cities (Riyadh, Khobar, Sihat, and Jeddah). It is leading to yearly growth in terms of ticket sales and sponsorships by reaching a bigger customer base.



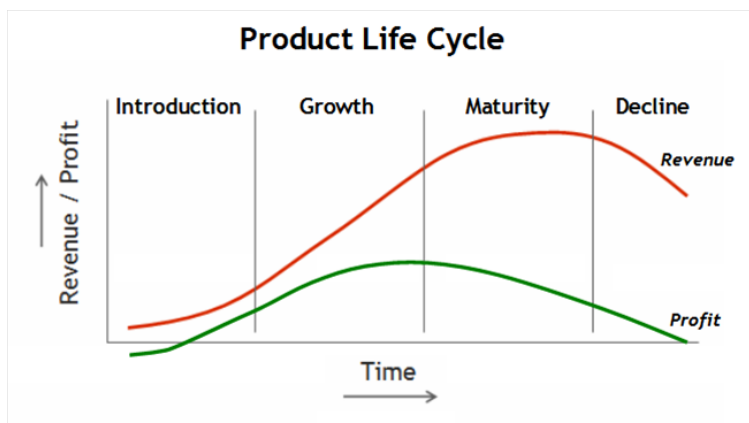
House of comedy is also partners from governmental and private sectors around the Kingdom who are providing them with financial and logistics support as their main Sponsors such (General Authority of Entertainment, Ministry of Culture, Maestro pizza, Careem, Carriage, SINDI Thobe and many other partners who work closely with House of Comedy success story.



On the competition, House of Comedy are regularly improving their shows by introducing new comedians from local and international comedy clubs which will diversify the content offered and making sure the customer experience will turn out positively. Also offerings and targeting wider customer base by focusing on not just standup comedy shoes, but whole family play shows as well. They offer different of group packages that target bigger groups.

## The Brand's Current State on the Product Life Cycle

Product Life Cycle goes into different Stages (Introduction Stage, Growth Stage, Maturity Stage, Decline Stage)



Currently, House of Comedy is on the growth stage and moving forwards to the maturity stage as the brand is getting more and more acceptance, the competition is getting more and price is getting lower for tickets, more shows with known comedians are introduced.

## Competition Overview

Like any business, there will be competitors who will fight to gain the most significant market share. On this filed, two more local comedy clubs came after House of Comedy was launched which affected the market share in a way.

1. Al-Comedy Club.
2. Comedy Café.

This requires House of comedy to work on a unique selling where why they are different than other competitors by promoting:

- lower-priced ticket.
- Every guest will have free pizza and drink.
- New comedians every time.
- One star of the show every time.
- Careem and Sindi vouchers gifts.

So the goal is to work on the whole customer experience for maximum satisfaction.

## Target Market

In House of Comedy they use a mix of geographic and demographic segmentation strategies to target different types of customers and satisfy their needs. Every family member is targeted to House of comedy shows due to the variation of the type of shows depending on the age group.

Students and youngsters: young men and women in the age bracket of 16-24 are estimated to form 30% of the target market. They are mainly students who offered special discounts on their purchases when showing their school/university ID.

Families groups: Making House of Comedy a complete family experience by offering a group packages with a discounted rates.

Loyalty cards to their loyal customers where they can have a stamp every time they make a purchase, and they will be entitled to a free drink after multiple purchases.

Also, the strategy to become a place to enjoy your time by laughing and stress releasing.

## Marketing Mix:

Marketing-Mix and other marketing tools to position House of Comedy in the competitive industry

Where a mix of a combination of different factors that can control the brand to attract the customers to buy the next show tickets.

**Product:** The brand name of House of Comedy is their signature, where the camel is smiling.

**Price:** Although House of Comedy providing a high-quality shows, the pricing strategy is influenced by competition.

**Place:** House of comedy venue is located in a well known theater in the eastern province, with easy in and out.

**Promotion:** the promotional strategy mostly requires the increase in awareness through word of mouth, digital promotions on various platforms and brushers.

**People:** House of Comedy focusing on the type of comedians and constantly bringing new well known comedians to attract the people to the shows.

**Process:** Different ways to buy tickets(Online, On site and through Maestro Pizza branches)

## SWOT Analysis:

### Strength

- Local Brand.
- New Brand with a new vision.
- Creative Content every day.
- Good Connections with actors and comedians.
- Free venue.
- Governmental Financial Support.

### Weakness

- Poor Marketing.
- Poor Performance Local Talents.
- Poor Location.
- Limited Content.
- Constant Training.
- Brand Awareness

## Opportunities

- reaching new Sponsors / Clients.
- New Talents / experts.
- Selling Shows for entities.
- Expanding to New Market by reaching out cities outside Dammam City.
- International Tours for our entertainment shows.
- Creating Corporate Shows for private entities.
- Discounted Tickets for Colleges.

## Key Threats

- New Competitors on market.
- Limited Exposure to new customers.
- Poor Sales of tickets, media services and sponsorship packages.
- High Expenses of entertainment shows and high end video production services.
- Repetitive Talents and lack of expertise.

## Market research

Here where information is collected from customers in various forms such as behaviors and preferences, trends, competitive intelligence that will help to develop the market strategy to drive business to growth.

This information is helping out the know-how the market opportunities for the products, the brand stack against the competitors, which demographic areas are more interested in the shows, and what might be useful as a marketing campaign to be used. Unfortunately there is no clear market research made on this on a large scale.

- a) **Product:** House of Comedy provides a variety of Comedy shows that target all family members.
- b) **Place:** House of Comedy live shows in Dammam, Saudi Arabia and soon to be on Riyadh city, also available on all SM platforms.
- c) **Price:** Fair price compared to other competitors ( free snacks and gifts will give you almost free experience)
- d) **Promotion:** House of comedy promote the shows mainly on digital platforms (Twitter, Instagram, YouTube, Facebook and Snapchat) also promoted through well-known celebrities who support House of Comedy through their channels.



## **Recommendation and summary**

- **Working more on market research and focusing on the shows that work best in term of satisfaction and revenues.**
- **Work more on new talents to build new local comedians.**
- **Using Government financial support for sustainable projects in the future.**
- **New partnerships with governmental and private sector.**
- **Build/Rent theater for maximizing the number of shows.**
- **Looking for new source of income to lower the expenses.**

## Appendix

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SurveyMonkey. 2020. *How To Do Market Research: The Ultimate Guide* | *Surveymonkey*. [online] Available at: <[https://www.surveymonkey.com/mp/market-research-ultimate-guide/?program=7013A000000mweBQAQ&utm\\_bu=CR&utm\\_campaign=71700000064157458&utm\\_adgroup=58700005704021376&utm\\_content=39700052007818772&utm\\_medium=cpc&utm\\_source=adwords&utm\\_term=p52007818772&utm\\_kxconfid=s4bvpi0ju&gclid=Cj0KCQjw2PP1BRCiARIsAEqv-pS\\_zH3JlDdMjA3OZERsOQwPRT8goM0d4eq\\_PgsBYP3r\\_k9dsgKCLLsaAsySEALw\\_wcB](https://www.surveymonkey.com/mp/market-research-ultimate-guide/?program=7013A000000mweBQAQ&utm_bu=CR&utm_campaign=71700000064157458&utm_adgroup=58700005704021376&utm_content=39700052007818772&utm_medium=cpc&utm_source=adwords&utm_term=p52007818772&utm_kxconfid=s4bvpi0ju&gclid=Cj0KCQjw2PP1BRCiARIsAEqv-pS_zH3JlDdMjA3OZERsOQwPRT8goM0d4eq_PgsBYP3r_k9dsgKCLLsaAsySEALw_wcB)> [Accessed 14 May 2020].