# How products are built Case study - 1

**Topic:** Case on Book My Show by answering the following questions

1. Who's the founder?

2. Why he's solving the problem?

3. What is perceived value of people?

4. Who's the customer

5. How much of monetary value of commodity/product?

## Problem Statement:

- BookMyShow, a popular ticketing platform, faces challenges like decreasing user engagement, a complex booking process, and competition. Users might struggle to find information or complete transactions, leading to frustration. To stay ahead, BookMyShow needs to improve user experience, personalize recommendations, and adapt to evolving preferences. Additionally, the platform needs to be scalable and handle peak traffic efficiently.

## Answers to the Questions

▼ Who's the founder

- **Ashish Hemrajani**, **Parikshit Dar**, and **Rajesh Balpande** are the founder

▼ Why he's solving the problem?

- BookMyShow started with a drunk message

- Ashish Hemrajani, in the year 1999 at the time of his one of the south africa trip. He is sitting under a tree listing radio and promoting rugby

tickets an idea stick to his mind

- At the age of 24 he started an internet company "big tree private limited" after named book my show

- later he meet **Parikshit Dar** and **Balpande**

- **Balpande -** Technology

- **Rajesh Balpande -** Finance