




# ROCKBUSTER 2020 COMPANY STRATEGY



# Background

Rockbuster used to have brick and mortar stores around the world. Currently, their management team is planning to launch an online video rental service. Video rental online services is an extremely competitive market. Therefore, Rockbuster needs to be prepared to stand out from their competitors. As a result, Rockbuster will be utilizing a strategy created based on its existing movie licenses.

This presentation will analyze the existing movie licenses Rockbusters owns. They will use the information to successfully enter the video rental streaming service market.





## BUSINESS QUESTIONS

- ⊕ WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?
- ⊕ WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?
- ⊕ WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?
- ⊕ WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?
- ⊕ DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?



# ROCKBUSTER

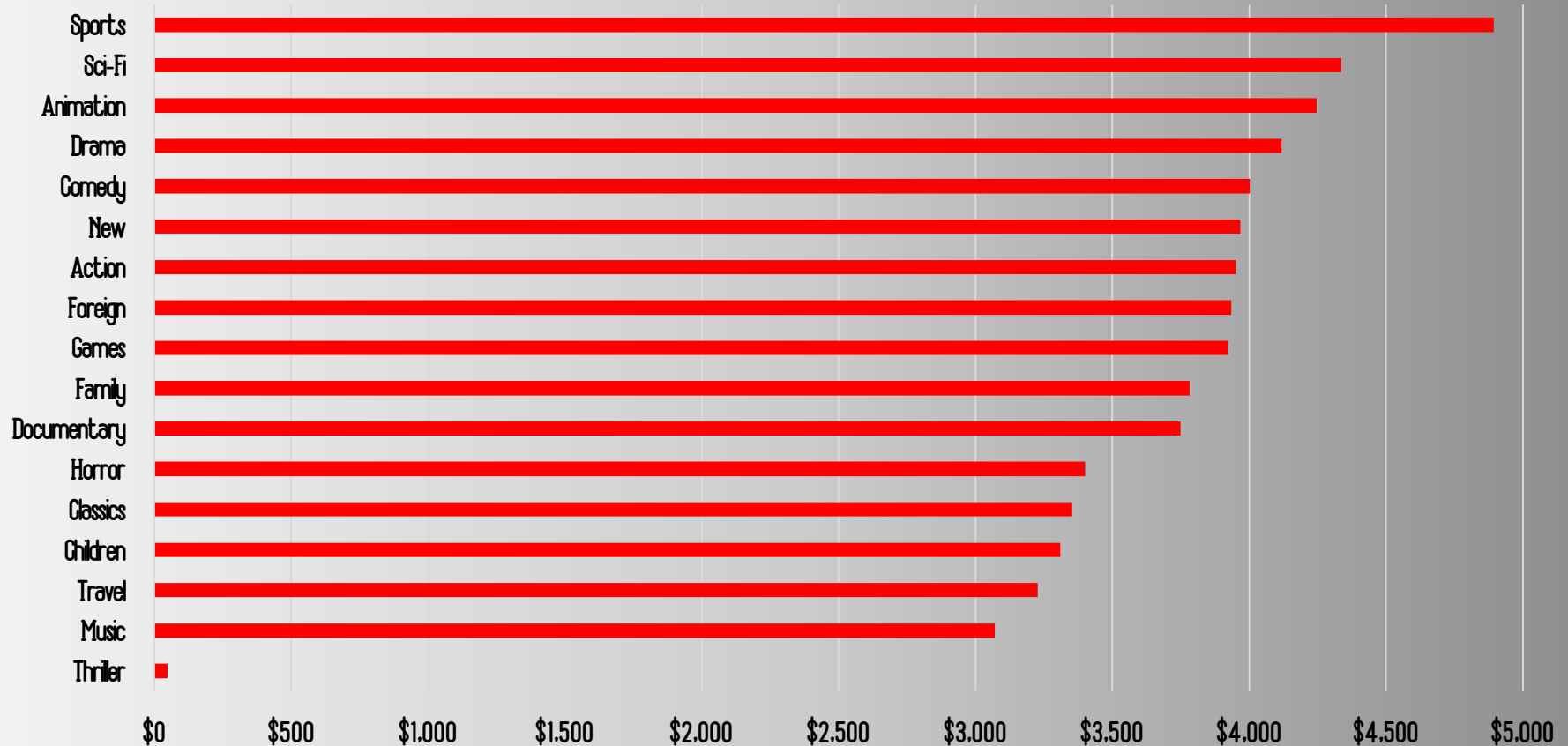
Rockbuster Stealth Management  
Board 2020 Company Strategy



## WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?



### Total Revenue by Film Category



BEST SELLING FILM CATEGORY: SPORTS - \$4,892 LOWEST: THRILLER - \$47



## WHICH MOVIES CONTRIBUTED THE MOST/LEAST TO REVENUE GAIN?

Rating	Total Revenue
G	\$10.51
PG	\$12.23
PG-13	\$13.85
R	\$12.07
NC-17	\$12.63



SOME DIFFERENCES IN REVENUE BY DIFFERENT RATINGS

⇒ FOCUS LESS ON CHILDREN'S MOVIES



## WHAT WAS THE AVERAGE RENTAL DURATION FOR ALL VIDEOS?



Minimum Rental Duration	Maximum Rental Duration	Average Rental Duration
3	7	4.98

Minimum Rental Rate	Maximum Rental Rate	Average Rental Rate
\$0.99	\$4.99	\$2.98

Minimum Replacement Cost	Maximum Replacement Cost	Average Replacement Cost
\$9.99	\$29.99	\$19.98

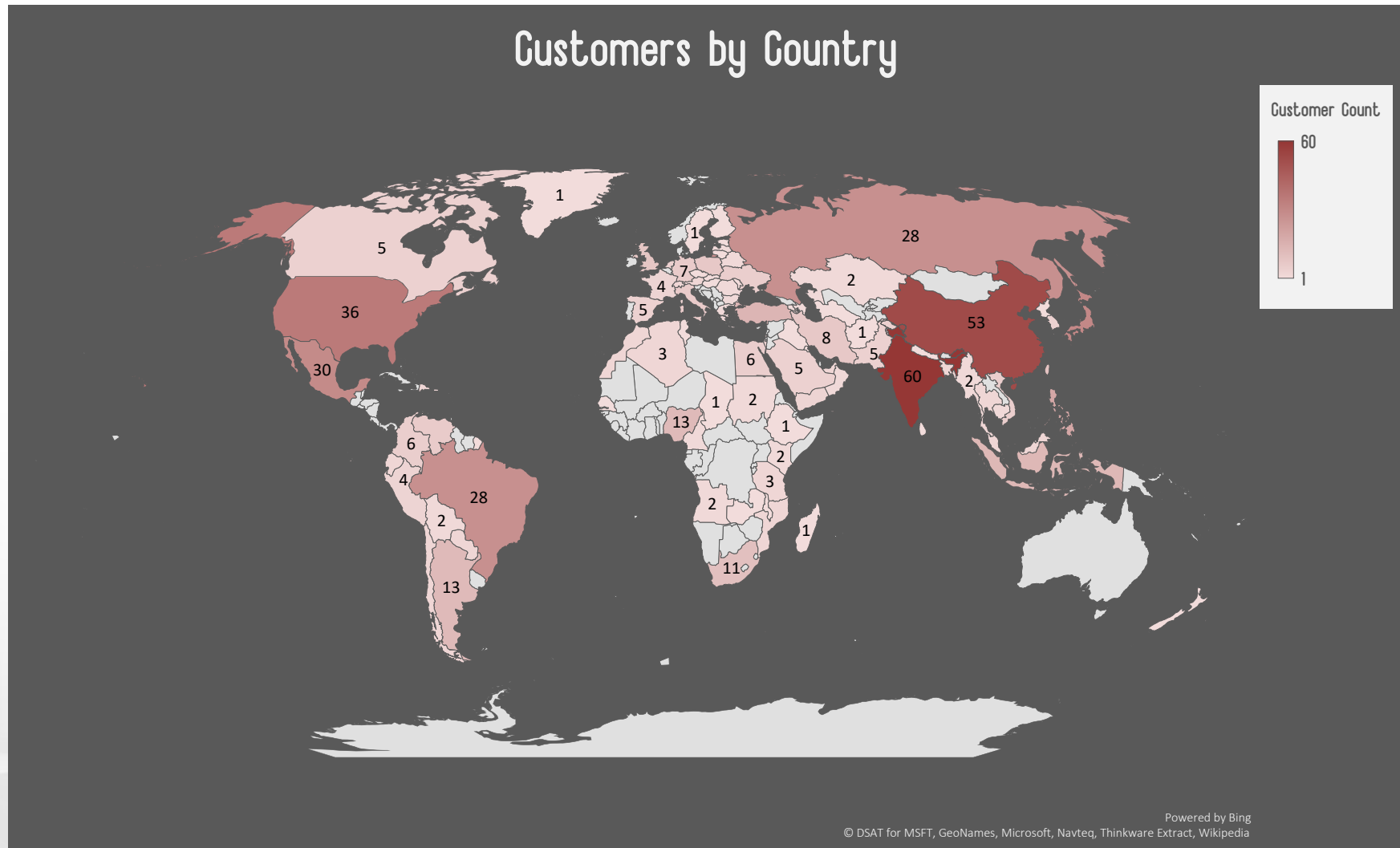
Average rental duration was for 5 days with the average rate of \$2.98

Average rental amount is \$14.90

Suggest streaming price start at \$15 per month



# WHICH COUNTRIES ARE ROCKBUSTER CUSTOMERS BASED IN?



TOP 5 COUNTRIES: INDIA, CHINA, UNITED STATES, JAPAN, MEXICO



## WHERE ARE CUSTOMERS WITH A HIGH LIFETIME VALUE BASED?

Name	Country	City	Total Amount Paid
Arlene Harvey	India	Ambattur	\$111.76
Kyle Spurlock	China	Shanwei	\$109.71
Marlene Welch	Japan	Iwaki	\$106.77
Glen Talbert	Mexico	Acua	\$100.77
Clinton Buford	United States	Aurora	\$98.76

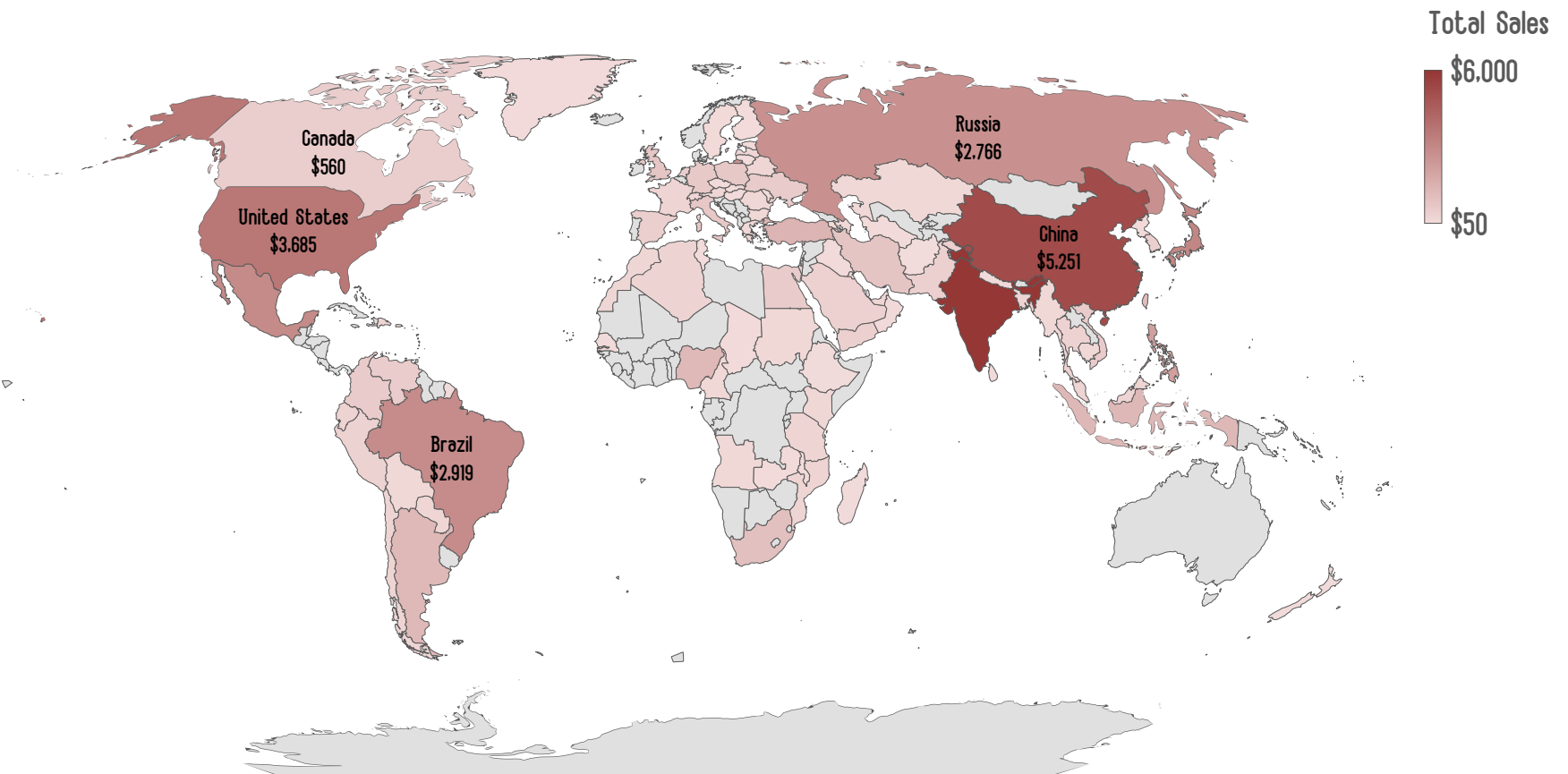
Loyalty Rewards Program recommended to reward top customers and attract new customers.





# DO SALES FIGURES VARY BETWEEN GEOGRAPHIC REGIONS?

## Sales by Country



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TOP SALES: INDIA, CHINA, UNITED STATES, JAPAN, MEXICO

## **CONCLUSION**

Rockbuster's launch of an Online Video Rental Service will succeed. Rockbuster has been highly profitable in many parts of the world with store locations. IF Rockbuster applies a similar strategy to their streaming networks, it will be able to find a place alongside its competitors. They should focus marketing on countries that are currently doing well with strong sales and a large customer base in Asia. They can also look to continue to expand their customer base in North America.

## **IMPROVEMENTS**

Based on the analyses shown in this presentation, Rockbuster should focus on their current top performing countries. They can then decide to expand after monitoring performance. Genres as well as Ratings should also be chosen in accordance with the most popular as well as the most profitable.

Rockbuster should also implement a Loyalty Rewards Program to thank its loyal customers and to attract potential customers to start streaming the new service. Rockbuster should develop a welcoming UX and UI design to compete with established streaming services like Netflix and Hulu.



# THANK YOU

ANY QUESTIONS?

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