PESTEL ANALYSIS :

POLITICAL :

* Cineplex Inc will be impacted by the regulations related to operation of movie theatres and entertainment industry like limiting movie theatres to 50 percent capacity and social distancing of two meters during COVID Pandemic, thus the company can be impacted by the changes in the creative sector.

Economic :

* Changes in the consumer buying patterns and economic downturns in the country will have a severe impact on the company.
* Cineplex can also be affected by tariffs and tax changes by the government for example SK Regina region has around 15% Total Tax Rate but from Oct1 2022 the government is increased Provisional Sales Tax of additional 6% on the ticket sales which is now 21%.

Sociocultural :

* Changes in the Consumer Preferences will have an impact on Company such as watching movies at home or online.
* Popularity of certain genre among people may force the Company to show more those type of films in order to attract the audience.

Technological :

* Changes in the Technology such as development of new Projections, Sound Systems will have a direct impact on the Cineplex because audience look for the better experience.
* Cineplex Inc may be impacted by the changes in the way people purchase tickets such as online booking or using rewards apps.

Environmental :

* The Cineplex Inc may be impacted by the changes in the weather and natural disasters.
* New Environmental Regulations on movie industries such as adopting sustainable energy resources(Regular Bulb to LED Lighting can save 50% of energy and installing Solar panels )

Legal :

* Cineplex can be impacted by the changes in the laws and regulations related to the environment industry such as health and safety laws, Discrimination, and harassment laws.
* Changes in the copyright and IP Rights laws will also affect the Cineplex because they have to make sure that they have rights to use the media content other wise they have to pay for using copyrighted content.