

EXECUTIVE SUMMARY

Problem Statement

RSVP Movies is based out of Mumbai, is planning to do a Mid budget movie based on the taste of what consumers actually prefer and for which last 3 years trend has been considered.

Problem Solution

After going thru the in-depth analysis it has been found that people prefer mostly movies of Genre 'Drama', which currently averages to around 106.23 hrs and its watchable and doesn't consume much of their time. The best director according to peoples choice is James Marigold who has directed 2 greatest superhits like 'Logan' and 'The wolverine', Since the movie be based on regional they may consider preferring cating actors like Vijay setupathy, along with Mohanlal and Mammooty along with actresses Saangeetha Bhat or may even consider casting Tapsee pannu based upon the script requirement. Since these actors have been consistent over quite some time and had given some incredible performances contionously.

Final Thoughts and Next Steps

Its Global Production house can be consider 'Star cinema' to produce this Mid budget movie and distribute regionally which overall has a good reach of theaters too. If the team decides to expand its region it can also consider taking services of 'National theatre live' and 'Panorama studios' too for its mass distribution. Since the Audience is based out regionally but still in past its seen that they prefer watching the movie which is good at its content, irrespective of the language, considering this fact it can also be multi lingual.