

Assignment 2: Company Research

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Company: Stage AE

Website: <http://www.stagepittsburgh.com/>

What product or service does Stage AE provide?

Stage AE is a multi-purpose entertainment venue that hosts a wide array of live events, including live concerts and sporting events. Customers can find events and purchase event tickets on Stage AE's website.

Who is Stage AE's target customer?

The target customers are people who enjoy going to live concerts. Stage AE hosts smaller name bands, so the target customers are more of a niche group rather than general concert goers. Due to the setup of the venue (nightclub), the target customer is most likely:

- Male or female
- Ages 18-30
- Single or in a relationship
- Middle-class.

Why does the customer want/need Stage AE's product/service?

Stage AE offers the option to purchase tickets on their website to avoid paying service fees, giving customers a reason to use their site over a competitor's. In addition, their site provides information about upcoming events and concerts.

How does the customer access Stage AE's product/service?

After visiting Stage AE's website, a customer can purchase tickets by:

- Clicking **Upcoming Events** and then **Get Tickets** on their desired event
- Clicking **Ticket Info** and then **Buy Tickets**.