

**SCII/00825/2019**  
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**Entrepreneurship Development Degree CAT1**

**Question 1: Identify a business opportunity you would like to explore in the Kenyan market today and describe:**

Entertainment lounge Industry:

Set up a Chain of Cinemas, Theaters and Play Stations all around the Country more especially in the rural untapped cities or towns e.g, Kisii, Kitale, Kisumu, Nakuru, Kericho, Kapsabet, Voi, Mombasa etc.

**a) The problem the opportunity is addressing**

- Finding new Customers. There are a lot of Customers out there who would be happy to spend an evening with their families or partners in Cinema Halls and have fun but unfortunately the entertainment lounges don't exist nearby.
- Build a revenue stream. It does not only build revenue to the Stakeholders and owners but also to common Wananchi who will be selling more especially snacks, drinks, Movie attires etc to the customers.
- Lack of entertainment Lounges in Rural towns.
- Can be used to stop Youths in the society from indulging in illegal activities like fornication and drug and substance abuse. The Play Station diverts attention and gives them something to look up to.
- It can be used to Bring the community together.
- It is a source of fun and it is the basic nature of Humans to crave for fun.

**• b) The market you are targeting and why**

The Youths( eg: High School and Campus Students). They are not only many in the society but enjoy fun as a basic need. They are driven by entertainments and social media trends and like to reffer about good things so that is a huge market.

Married Couples. They have to be Romantic to each other and Movie night is a good way to be romantic to your spouse. Create trends and advertise as much as possible. Or capitalize on days like this, International Womens Day to showcase a movie where it would feel a crime if the Husband would not take His wife for a movie night.

The General Population. Invite pepole like Mkurugenzi to tell stories in your halls. This brings a lot of people.

**c) The uniqueness or innovativeness of your idea that makes it different from others**

It is not yet done before. People invest in the Cities and have not tried doing it in Rural towns.

It is a business combines almost all of entertainment industry of now and the future.

d) How you will ensure your business is sustainable for the long run

By employing technology as much as possible. Coming up with ways to ensure the brand of the business is always heard. Through memes, social trends etc.

Opening up chains of businesses all aorund the country.

Trying out new ideas as much as possible and understanding the market place and what people react to positively and implementing it.

Good Quality of Service to each and every customer.

**Question 2: Discuss how the external business environment in Kenya will influence your business opportunity (12 marks)**

Government policies. The government require the business owner to pay taxes irregardles. The taxes are high which may hinder the process of expanding the business.

The Government also is divided into Counties that require the business owner to have a lot of entertainment industry licenses that require a lot of money. This increases the start up cost and cost of runnig the business.

Demographic shifts. Population growth, increased urbanization, a widening divide between countries with youthful and quickly aging populations and a rapidly growing middle class are reshaping not only the business world, but also society as a whole.

Reshaped global power structure. As the world recovers from the worst recession in decades, the rise of relationships between the public and private sectors has shifted the balance of global power faster than most could have imagined just a few years ago.

Competition from other similar entertainment businesses.

Technological evolution drives the need for companies to adapt and constantly research for improvements and keep up with rapid changes in the global environment

Question 3: Highlight how the following technology trends in Kenya can influence your business opportunity (8 marks)

b) The growing influence of social media

Memes and social trends can be used to shed light into my business and make the brand visible.

It can be used to advertise and bring customers to the door.

c) A rapidly expanding middle class

d) Globalisation and opening up of international boundaries

The Cinema can partner with major brands and work with global companies such as Netflix and homebox office 20<sup>th</sup> Century and PS5.

e) The green revolution and clean technology

Chips used in the computer use clean technology. Virtual Reality and other tecchnologies in the business