



Rockbuster Stealth LLC

BUSINESS PLAN PRESENTATION

Context

- ▶ Rockbuster LLC is a movie rental company that used to have stores around the world. In light of stiff competition from streaming services such as Amazon, Netflix, Hulu, etc. Rockbuster Stealth needs to revision itself and with the use of existing movie licenses, launch an online video rental service so to remain competitive.

Key Questions for 2020 Company Strategy

- ▶ What was the average rental duration for all videos?
- ▶ Which countries are Rockbuster customers based in?
- ▶ Which movies contributed the most/least to revenue gain?
- ▶ Do sales figures vary between geographic regions?
- ▶ Where are customers with a high lifetime value based?

Key Statistics

1,000 films, in English, all from 2006, mostly rated PG-13

	Rental Duration	Rental Rate	Movie Length	Replace Cost
MIN	3 days	\$ 0.99	46 min	\$ 9.99
MAX	7 days	\$ 4.99	185 min	\$ 29.99
AVG	5 days	\$ 2.98	115 min	\$ 19.98

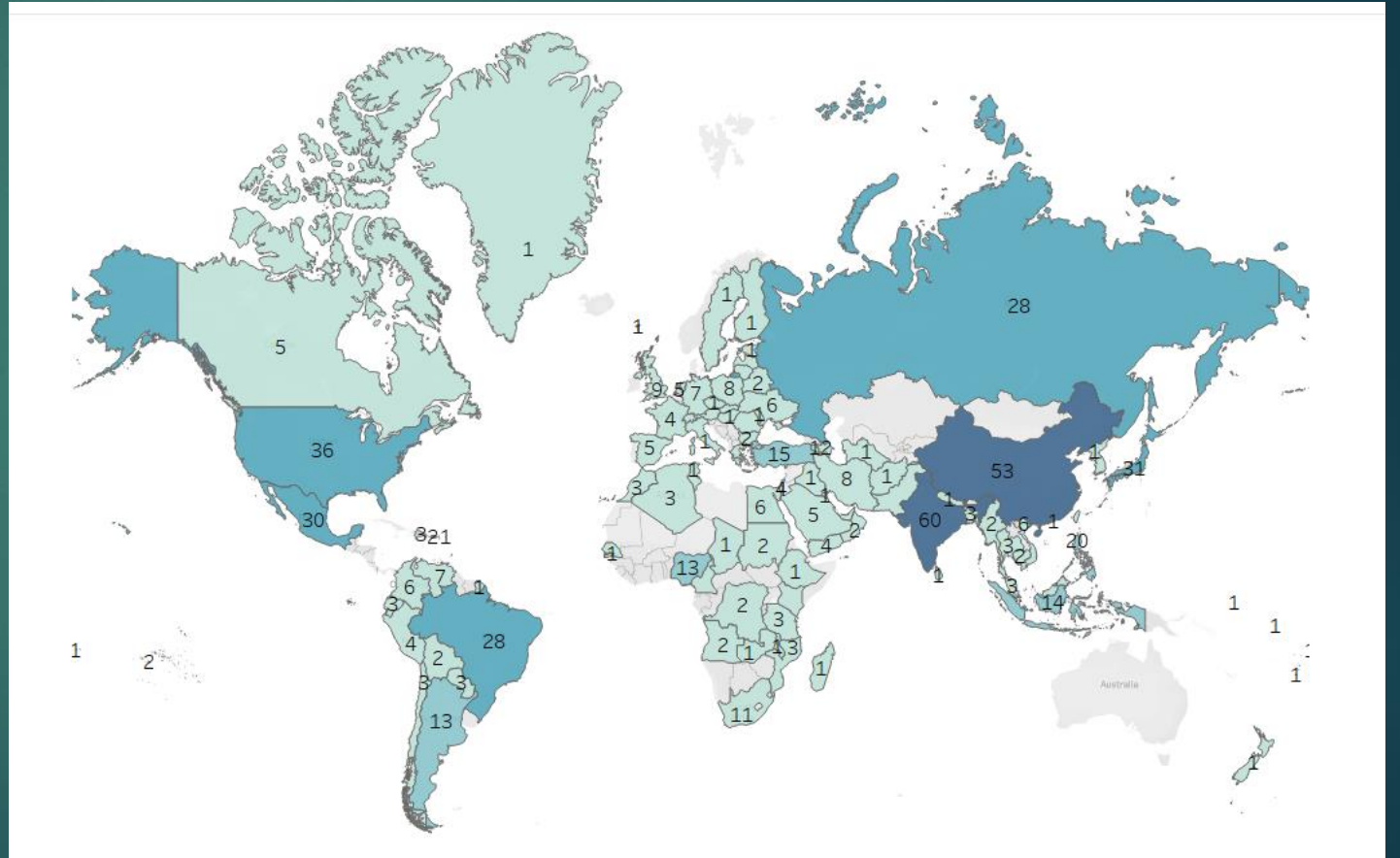
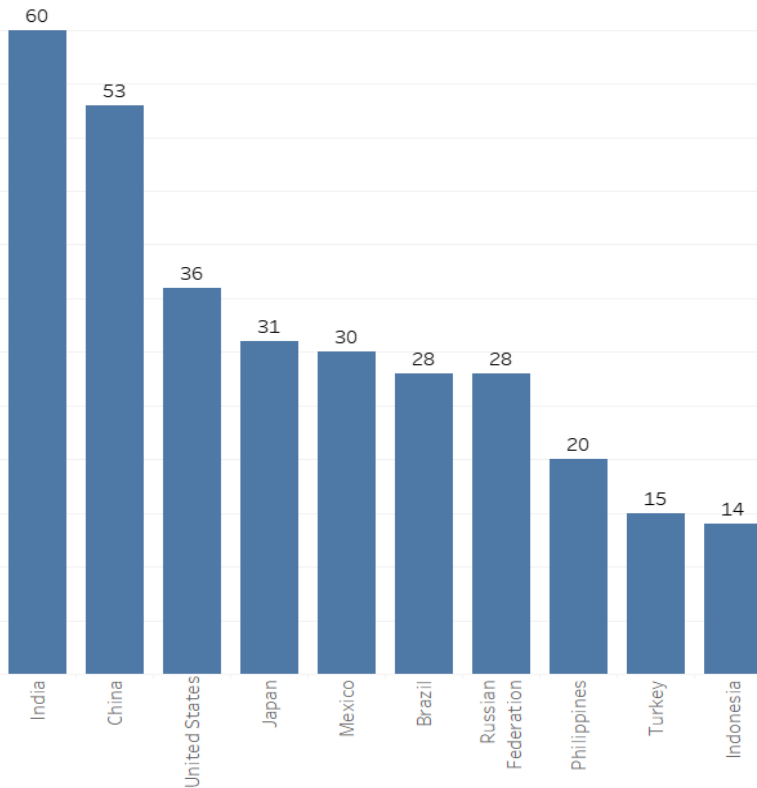
	Rated
G	178
PG	194
PG-13	223
R	195
NC-17	210

- ▶ Average rental duration was five days with an average rental rate of \$ 2.98 per film, averaging 115 minutes in length
- ▶ Majority of rentals were PG-13 rated based on the Motion Picture Association film rating system

Who are Rockbuster Customers?

- ▶ Key markets are also countries with large populations.

Top 10 Countries By Customers

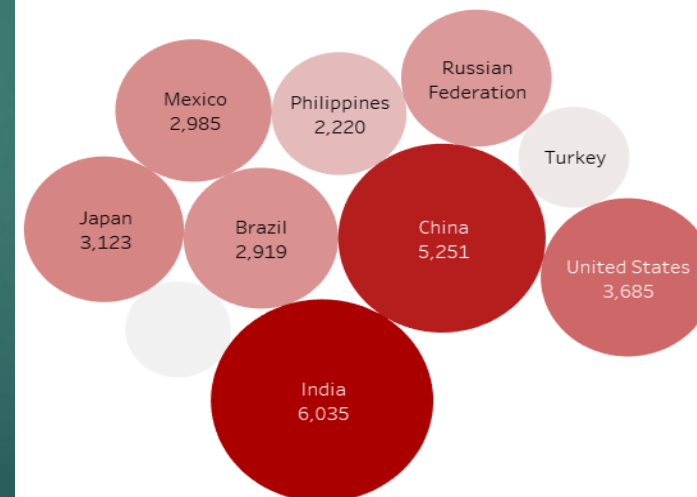


Revenue and Geographic Overview

TOP 10 GROSSING FILMS	
TITLE	REVENUE (\$)
Telegraph Voyage	215.75
Zorro Ark	199.72
Wife Turn	198.73
Innocent Usual	191.74
Hustler Party	190.78
Saturday Lambs	190.74
Titans Jerk	186.73
Harry Idaho	177.73
Torque Bound	169.76
Dogma Family	168.72

REVENUE OVERVIEW	
Total	\$ 61,312
Avg/Film	\$ 64
Avg/Country	\$ 566

TOP 10 COUNTRIES IN TERMS OF REVENUE



Key Customer Base


- ▶ Average customer spends \$102.36.
- ▶ Key cities located in most populated countries – India, China, Brazil, Mexico, Indonesia, USA, etc.
- ▶ Top customers within these top 10 countries and top 10 cities have in most cases spent more than the average customer and should be rewarded.

Top 10 Cities

Aparecida de Goiania
Atlixco
Aurora
Emeishan
Pontianak
Shimoga
Taguig
Tarsus
Tokat
Zalantun

Valued Customers

City	First Name	Last Name	
Tokat	Casey	Mena	130.68
Atlixco	Sara	Perry	128.70
Pontianak	Leslie	Seward	123.72
Emeishan	Alan	Kahn	119.75
Aurora	Clinton	Buford	98.76



“Customer satisfaction
is worthless. Customer
loyalty is priceless.”

Expand edge in markets where customer base is already established
and reward loyal customers.

Opportunities and Recommendations

▶ Increase Selection of Movies

- ▶ Current inventory *only* includes 1,000 films, in English, and all from 2006. To remain competitive, increase overall volume and scope. Competitors Netflix and Amazon Prime have approx. 3,781 and over 4,000 select films respectively.

▶ Focus on Key Markets

- ▶ Market foothold is already established in India and China – two of the most populous countries in the world. Continued massive growth potential.

▶ Implement Loyalty Program

- ▶ For customers who are key to company success (“loyal customers”), offer a loyalty reward program that includes discounts on rentals, free shipping of movie snacks (popcorn, drinks, candy), company merchandise.

Questions?

- ▶ Supplementary materials/resources shall be provided upon request.
- ▶ For information regarding data collection, please contact me at pmac123@rbstealthllc.com or via mobile at +49 123 2345 0909.