

Strategic Analysis of Sam Movies Entertainment Private Limited, India

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Industry, Introduction and Company Overview

The Indian Movie and Event management industry is very fast-growing industry in which Sam Movies Entertainment Private Limited was established on December 8, 2010 and is a private company. It is registered with the Registrar of Companies in Jaipur and is categorised as a Non-Government Company. Both its paid up capital and authorised share capital are Rs. 100,000. It participates in radio, television, and other forms of entertainment.

The Corporate Identification Number (CIN) and registration number for Sam Movies Entertainment Private Limited are both U92132RJ2010PTC03500. Its registered address is JAIPUR. Sam Movies Entertainment Private Limited's current status is Active. Sam Movies Entertainment Private Limited principally have two directors for the company, but no important managerial figures are known. The two Babel siblings, who were chosen on December 8, 2010, have served as directors for the longest. For more than 11 years, they have served on the board. With seats at a total of 2 firms, Sameer Babel holds the most additional directorships. The corporation has a total of 1 connection to other businesses through its directors.

According to the official records given, this company's main activities include live telecasting of television programmes, producing and taping programmes for future broadcasts, live telecasting of programmes, and producing and taping programmes for future broadcasts.

Various types of Events our Company organising to meet the requirements of the customers they are classified as below:

- Sports Events
- Exhibition
- Live Concerts
- Corporate Event
- Fashion Show
- Family Functions, And many more.

COMPANY NETWORK - SAM MOVIES ENTERTAINMENT

Mission

The goal of our business is to give consumers better service and better event outcomes through creative thinking.

Values

For the sake of our clients, we are working diligently and strategically to improve our position in the expanding market and our relationship with them going forward.

Objective

We make every effort to ensure that the event is flawless so that the customer won't have to endure any negative effects as a result of working with us, and we thoroughly explain the event's details to the client.

Five C's

Sam Movies use the 5 C's of the event management for a successful event. 5 C's are: -



(1st) C- CONCEPT

First up, concept. When you conceptualise your event, you create the framework from which it will grow. In doing this, you need to consider many important factors. Don't short-change the specifics here. Dig deep into each of the aforementioned topics and take the time to comprehend every facet of your event. What is the main goal of your event, to begin with? What's the aim in the end? Your audience should be able to understand and relate to your purpose. Once you have this, you can begin to consider your audience, how to connect with them, and how to engage them..

You can advance into the "When" and "Where" by understanding the "Why" and "Who." The venue of your event can be a no-brainer if your target audience is concentrated in that area, either by residence or employment. Or, if they represent a cross-section of the population or one business, there might be a period of year that is more suitable or less busy that will help increase attendance.

(2nd)C- Co-ordination

The list provided above is by no means complete. Depending on the size and nature of your event, it can be shorter or longer. But the key is that you must make sure all of your bases are covered throughout the coordinating phase of the process.

(3rd)C- Control

Taking care of vendor and supplier relationships is event control. You must make sure that everyone is on the same page if you're collaborating with other companies. Make sure to maintain regular communication with your suppliers and vendors and to thoroughly inform them of your expectations, objectives, and backup plans. If something goes wrong, a lack of communication will hurt you, so make sure you cover all your bases!

(4th)C- Culmination

Communication with suppliers, vendors, and staff as well as careful attention to timeframes, security, and timely setup are all part of the climax phase. The culminating phase, like the control phase, is about guiding the ship in the right direction and putting backup measures in place in case it veers off course.

(5th)C- Closeout

The closeout phase is what comes after the event is over. This can include ensuring the venue is clean and tidy, liaising with staff, and closing off with any caterers, entertainers, etc.

1st) GENERAL GUIDELINES FOR PROFESSIONAL CONDUCT:

- Employees are expected to continually uphold strong working relationships, timeliness, civility, and discipline.
- Any conduct that goes against the foregoing or could be characterised as insubordination, illegal, disruptive, careless work, theft, fraud, activities that impede productive work, etc., is discouraged. This is not a complete list, just a guide.
- Excessive and loud talking should be avoided at all times
- Employees are expected to treat everyone with respect and dignity, including customers, coworkers, and subordinates. Insulting, disparaging, etc., are strongly discouraged and are considered improper workplace conduct.

2nd) SMOKING, DRUGS AND ALCOHOL POLICY:

- Sam Movies Entertain operates in a no smoking environment
- Smoking is allowed only in designated areas outside the building
- Employees should minimize disruption to their work by limiting their smoking breaks
- Drugs and alcohol are prohibited at work. It impairs performance and is a serious threat to health, safety, environment and productivity
- It is strictly prohibited to be at work whilst impaired by drugs or alcohol

3rd) HEALTH, SAFETY & ENVIRONMENT:

- Sam Movies Entertain will regularly communicate with staff members, including through training sessions, team meetings, and bulletin board posts, to alert them of workplace safety and health issues.
- Every employee is required to follow safety regulations, proceed with caution, and use common sense when doing their duties. Any unsafe circumstances must be immediately reported by employees to their boss.
- Employees should alert their immediate management and the HR Department.

4th) PROPER ACCOUNTING:

It is always assumed that accounting standards and controls would be followed. According to the Company's Act, the Books of Account, budget proposals, financial evaluations, and similar documents must accurately reflect the transaction they are supposed to record.

5th) FAIR COMPETITION:

Without the senior management's prior approval, staff should never enter into agreements with rivals that would damage the company's pricing or marketing strategies.

6th) AUDIT & INVESTIGATION:

The requirements of any internal or external audit or probe must be complied with by all employees. No information should be purposefully withheld from the company's internal and external auditors or its lawyers, whose precise questions should be answered to the best of the employee's knowledge.

Additionally, if an employee is ever involved in legal procedures, they should notify their reporting manager and the HR department right away. If necessary, they should subsequently contact senior management.

7TH) HEALTH, SAFETY & ENVIRONMENT:

- If an employee causes a hazardous or dangerous situation, fails to report it or takes no action to correct it, they may face disciplinary action, up to and including termination from their position.
- If an employee is injured in an accident, regardless of how minor the injury may seem, they should immediately notify their immediate manager and the HR Department.

Organisational structure

A Sam Movies Entertainment company is a certain kind of Organization created by a team of individuals whose responsibility it is to plan events for their clients and oversee its design, planning, and execution. Sam Movies Entertainment has multiple levels of work, and as a result, there are many different categories or levels of job positions.

You will have a better understanding of the Sam Movies Entertainment hierarchy after reading the explanation provided below.

-Event Director:

The most critical and senior job on the Sam Movies or team hierarchy chart is that of the event director. The person in charge of overseeing and coordinating the event's seamless operation is **Sameer Babel**.

-Hospitality Coordination Department:

Any event's hospitality is a crucial component, thus larger companies employ hospitality coordination departments to handle things like catering, receptions, sponsorships, and other details. Depending on the size of the organisation, this

department may include a number of positions, such as head of catering or head of reception.

-Finance Department:

Finance Manager performs the duties in the finance department. This study's major goals are to determine customer satisfaction and ways to enhance market activity.

Primary Data:

Primary data is information that is gathered from the market for the first time as brand-new, fresh information. This relates to the conversation with the event management customers.

Secondary Data:

Secondary data is the data which is previously collected and it is being processed in the market once more and then we are doing research on this data.

We can gather secondary data from event books, newspapers, and the market via advertisements that are printed in the newspapers.

FORMAT FOR RESEARCH METHODOLOGY

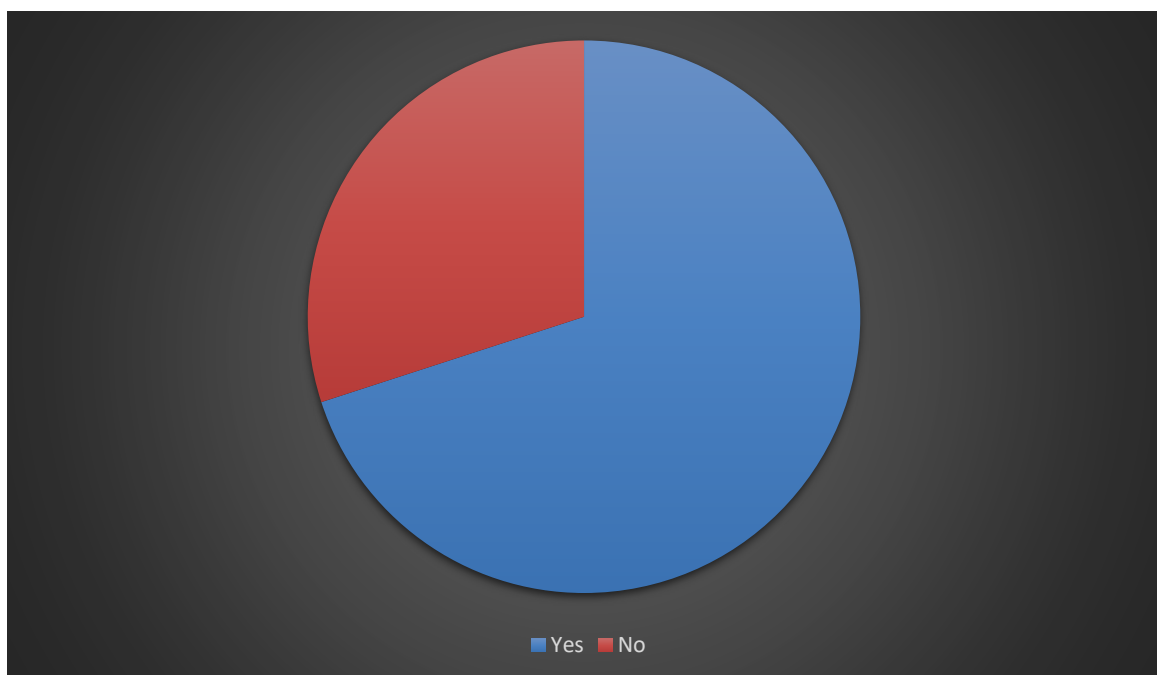
| | |
|------------------------|-----------------------------|
| Data Type | Secondary Data |
| Sampling unit | Customers |
| Sampling Type | Simple random |
| Sample size | 50 |
| Research Tool | Questionnaire |
| Types of research | Descriptive and Exploratory |
| Data Collection Method | Personal Interview |
| Area | Jaipur(Rajasthan) |

DATA ANALYSIS AND INTERPRETION**1ST - DO YOU KNOW ABOUT EVENT MANAGEMENT?**

| S.no | Option | No. of respondents | Percentage |
|------|--------|--------------------|------------|
| 1 | Yes | 35 | 70% |
| 2 | No | 15 | 30% |

INTERPRETATION

OUT OF 50 RESPONDENTS 35 PEOPLE SAY YES THAT THEY KNOW ABOUT THE EVENT MANAGEMENT AND 15 PEOPLE SAY NP THEY DIDN,T KNOW ABOUT THE EVENT MANAGEMENT.

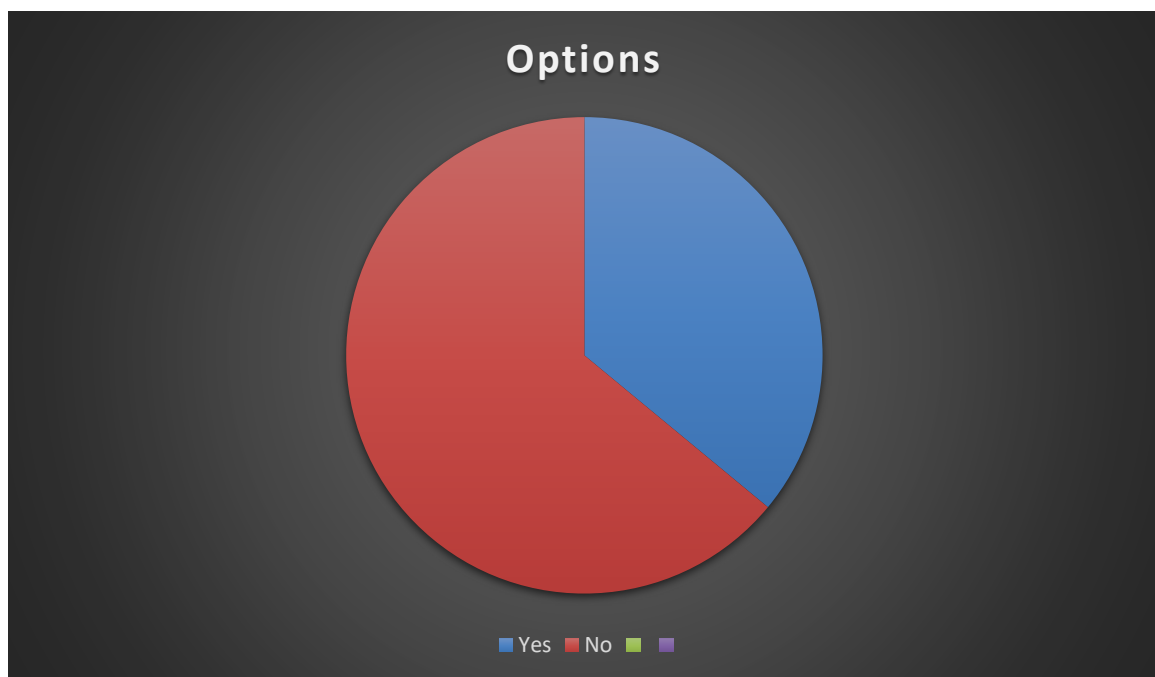


2ND – DID YOU ATTEND ANY EVENT?

| S.No | Options | No. Of Response | Percentage |
|------|---------|-----------------|------------|
| 1 | Yes | 18 | 36 |
| 2 | No | 32 | 64 |

INTERPRETATION

OUT OF 50 RESPONDENTS 18 PEOPLE SAY YES THAT THEY ATTEND THE EVENT AND 32 PEOPLE SAY NO THEY DIDN,T ATTEND THE EVENT.

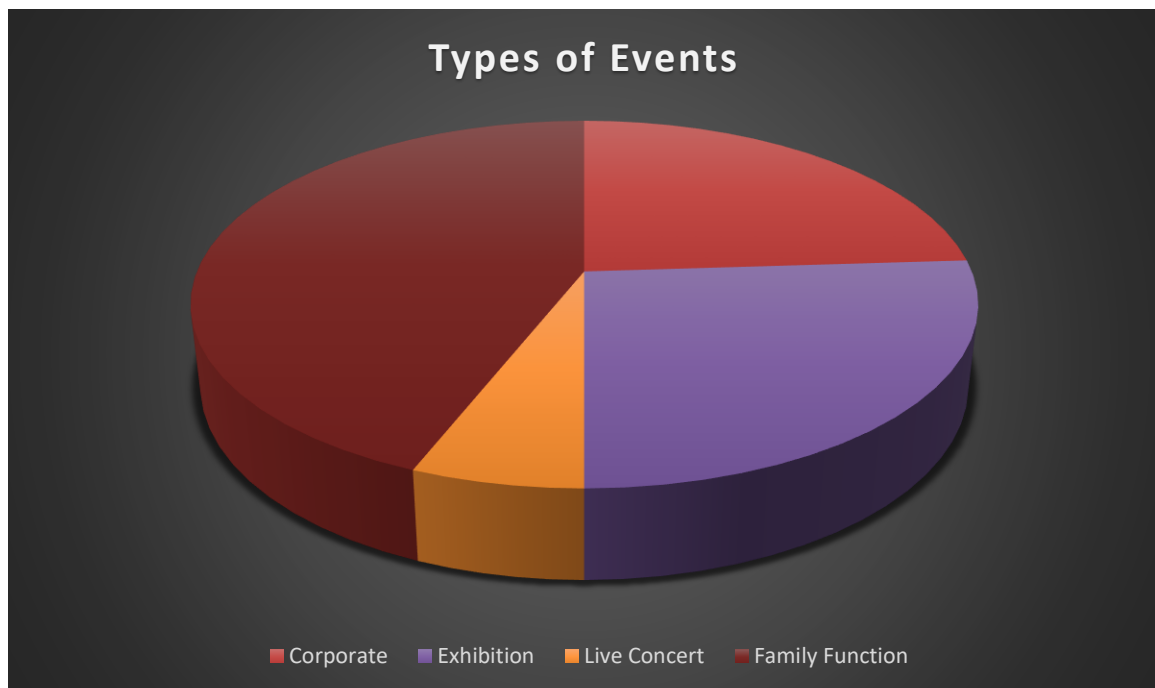


3RD – WHAT TYPE OF EVENT IT IS?

| S.No | Types of Events | No. of Response | Percentage |
|------|------------------|-----------------|------------|
| 1 | Corporate Events | 12 | 24 |
| 2 | Exhibition | 13 | 26 |
| 3 | Live Concert | 3 | 6 |
| 4 | Family Function | 22 | 44 |

INTERPRETATION

OUT OF 50 RESPONDENTS 22 PEOPLE SAY HATS IT IS FAMILY FUNCTION, 3 PEOPLE SAYING ITS CONCERTS, 13 PEOPLE SAYS ITS EXHIBITION AND 12 PEOPLE SAY IT IS CORPORATE EVENTS.

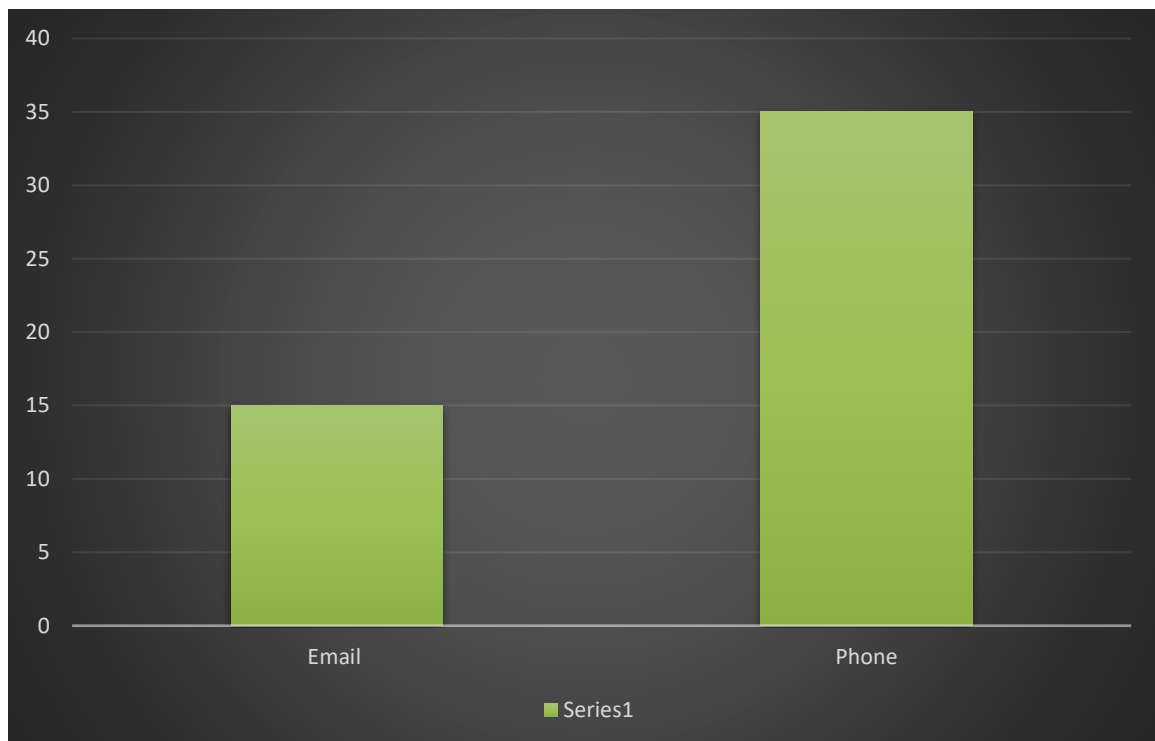


4TH – FROM WHERE YOU HAVE RECEIVED INFORMATION ABOUT THE EVENT?

| S.no | Option | No. of respondents | Percentage |
|------|--------|--------------------|------------|
| 1 | Email | 15 | 30% |
| 2 | Phone | 35 | 70% |

INTERPRETATION

OUT OF 50 RESPONDENTS 15 PEOPLE GOT INFORMATION FROM E-MAIL AND REMAINING 15 PEOPLE FROM PHONE.



Q5 – HOW EVENT WAS ORGANISED?

| S.No | Rating | No. Of Responses | Percentage |
|------|---------|------------------|------------|
| 1 | Bad | 6 | 12 |
| 2 | Average | 12 | 24 |
| 3 | Good | 24 | 48 |
| 4 | Great | 8 | 16 |

INTERPRETATION

OUT OF 50 RESPONDENTS 48% PEOPLE SAY IT IS GOOD, 24% SAY ITS IS AVERAGE, 12% SAY IT IS BAD, AND 16% SAY IT IS GREAT.

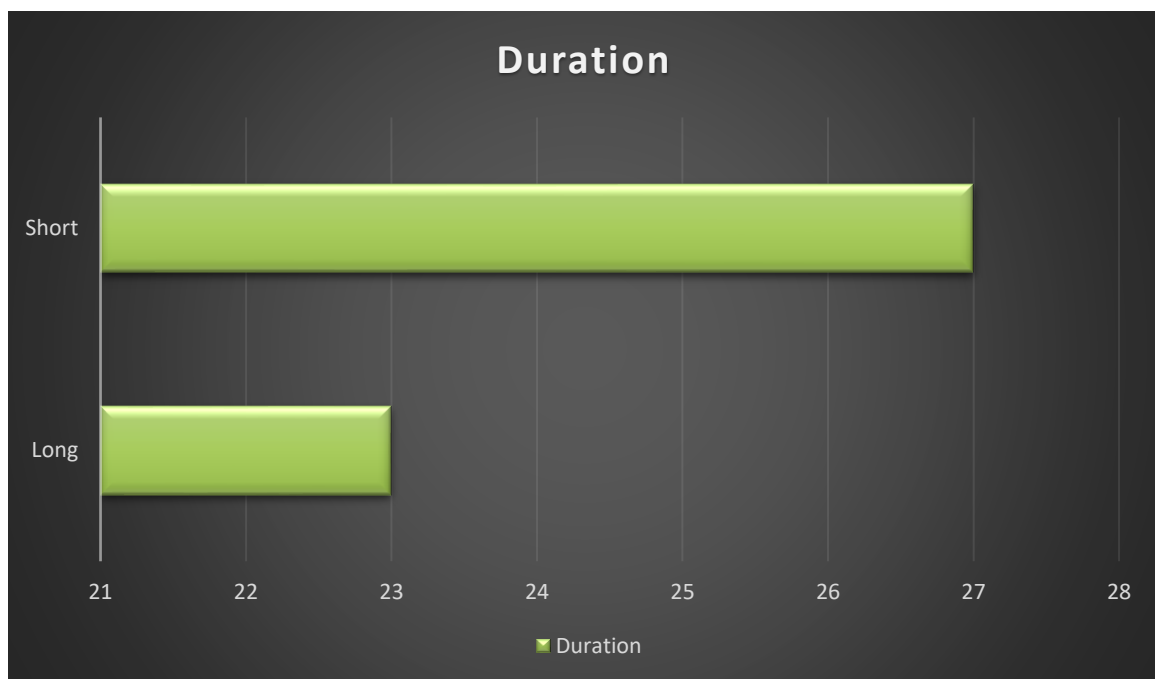


Q6- WAS EVENT LONG OR SHORT?

| S.no | Duration | No. of respondents | Percentage |
|------|----------|--------------------|------------|
| 1 | Long | 23 | 46% |
| 2 | Short | 27 | 54% |

INTERPRETATION

OUT OF 50 RESPONDENTS 23 PEOPLE SAY IT IS LONG AND REMAING 27 PEOPLE SAY IT IS SHORT.

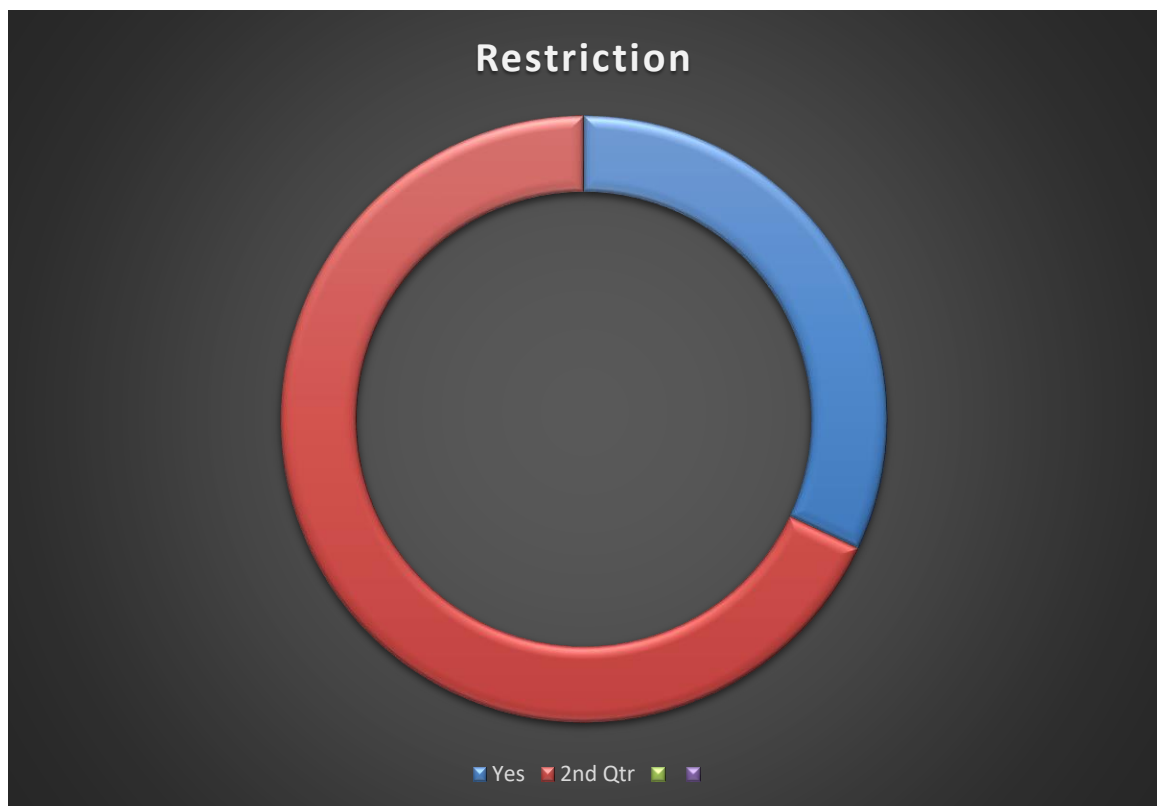


Q7 -IS THERE RESTRICTION IN THE EVENT?

| S.No | Restrictions | No. Of Responses | Percentage |
|------|--------------|------------------|------------|
| 1 | Yes | 16 | 32 |
| 2 | No | 34 | 68 |

INTERPRETATION

OUT OF 50 RESPONDENTS 16 PEOPLE SAY THERE WAS RESTRICTION AND REMAING 34 PEOPLE SAY NO.

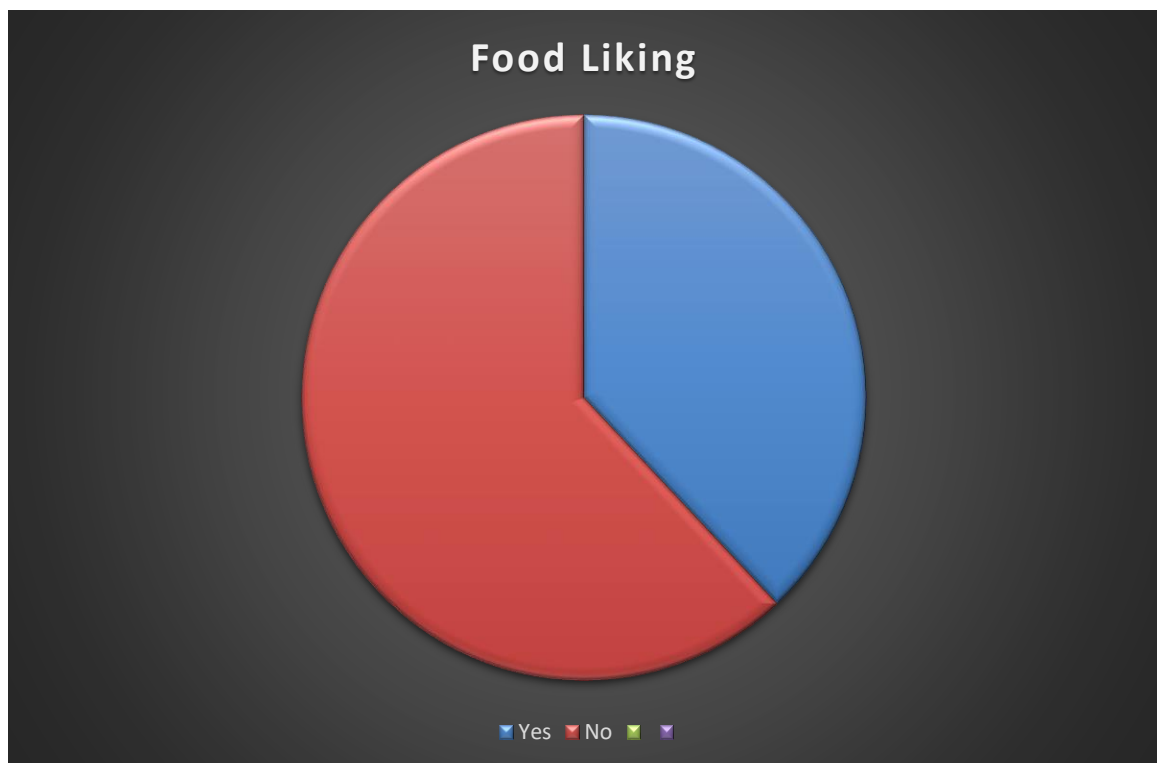


Q8 – DO YOU LIKE FOOD OF THE EVENT?

| S.No | Food Liking | No. Of Responses | Percentage |
|------|-------------|------------------|------------|
| 1 | Yes | 19 | 38 |
| 2 | No | 31 | 62 |

INTERPRETATION

OUT OF 50 RESPONDENTS 19 PEOPLE SAY YES AND REMAING 31 PEOPLE SAY NO.

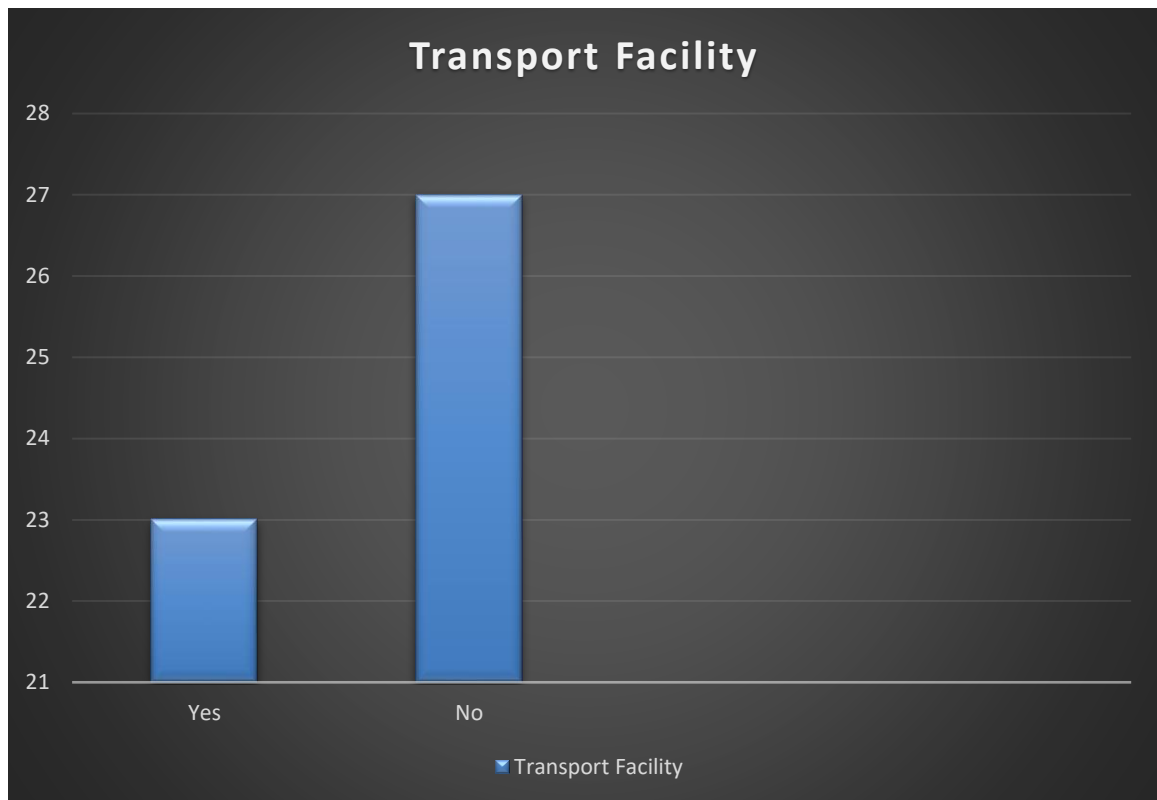


Q9 – DID THEY PROVIDE ANY TRANSPORT FACILITY?

| S.No | Transport Facility | No. Of Responses | Percentage |
|------|--------------------|------------------|------------|
| 1 | Yes | 23 | 46 |
| 2 | No | 27 | 54 |

INTERPRETATION

OUT OF 50 RESPONDENTS 23 PEOPLE SAY YES AND REMAING 27 PEOPLE SAY NO.



❖ SWOT ANALYSIS

SWOT analysis is a method of strategic planning that offers evaluation tools. Fact-based analysis, new viewpoints, and innovative ideas result from the identification of fundamental strengths, weaknesses, opportunities, and threats.

What does "SWOT" stand for

Strengths is the letter "S"

Weaknesses is represented by "W"

Opportunities are represented by "O"

"T" denotes threat.

Since logistics are a major factor in determining the success of an event, the organisers frequently concentrate on these concerns. Although effective logistics are essential to the success of any event, they are not the event's primary goal. It is one of the crucial components in the process of planning events, among others. First and foremost, we set objectives while planning an event, such as a conference, workshop, or training session. Therefore, the event's success signifies that we met our objectives for it (about the SMART goals in the event industry we wrote in earlier posts).

As per the event of wedding I analysis some weakness opportunities threats and strengths of the **Sam Movies Entertainment** are mentioned as below...

-STRENGTH OF THE COMPANY:

1. A knowledgeable and competent crew.
- 2- Creativity and innovation
- 3- Strong client relationships.
- 4- A diligent and intelligent worker

-WEAKNESS OF THE COMPANY:

- 1- Limited Manpower
- 2- Low employee strength
- 3- Approval process that takes too lengthy
- 4- No market share

-OPPORTUNITIES OF THE COMPANY:

- 1- There will be a fierce competition.
- 2- Growing their company globally

3- Constantly looking out for the interests of the customers

4- Support regional businesses

-THREATS OF THE COMPANY:

1. Adverse weather

2. The clients' high costs

3. Improper Infrastructure

Sam movies pvt ltd . Have the following products that they deliver to the customers .

1- Telecasting services

2-Event service

The goal of telecasting services is to ensure that their clients are informed of the events that the business is going to undertake, they also entails telecasting the important events on TV channels, social media, and various other platforms.

The goal of event services is to plan an event and make it successful. Additionally, the event department engages in relationship-building with clients and other connected parties.

Sam Movies Entertainment consider Event Service as STAR because the event service have more Market share and growth rate because the major revenue of company is generating from this area. Where- as company consider Telecasting Service is consider as CASH COWS because they have the high market share but low growth prospects.

Conclusion

During the report's survey, it was discovered that 35 respondents rely on the event management company for the purpose of decoration and arrangements. Employees are not working well together. 6

out of 50 respondents said they were dissatisfied with the work of the company's volunteers and employees. The company must improve its manpower and basic pay skills in order to hire better vendors for the next event.

Priya event needs to improve their company's services for better customer responses, and the company needs to improve their basic skills.

We can attend a variety of events, including sporting events, live concerts, and corporate functions. The government is also assisting this industry in improving its growth by lowering taxes and putting them in a better position.

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