

**COMPARATIVE MARKET ANALYSIS
MUSICAL SITES OF STAGE ENTERTAINMENT**



Source: www.stage-entertainment.de

Client: Stage Entertainment GmbH, Hamburg
Year: 2009
Location: Various (Germany, Austria)

Brief Description:

In operating 28 theatres, thereof 11 in Germany, Stage Entertainment GmbH is one of the leading European enterprises in live entertainment. To strengthen its market position and to generate new visitor potential Stage Entertainment charged Wenzel Consulting with market analyses of six sites – four existing ones and two potential new sites – in Germany and Austria.

Goal of the examination was to get basic data for a comparative analysis of the potential of the demand and of the competition at the diverse sites. Hereby the research results of the existing sites are the basis of valuation for the assessment of new sites.

In the end an overall interpretation of all partial results and recommendations for the future location policy of Stage Entertainment completed the study.



Tasks:

- Six Market Analyses
 - Analysis of the Catchment Area
 - Detailed Examination of the touristic Market in the respective town
 - Analysis of the Competition
- Comparative interpretation of the market data of all six sites
- Requirements for the future Location Policy