



SWOT Analysis

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Internal Strengths



Playhouse is new



Price- \$20 vs 100+



RWS



Student Based



"A New Rock Musical"



Subject Matter

Weaknesses

Student based

Student Tickets

- \$1

Hostility

- Cancelling Shows
- Problem with mailing, some were not informed of the cancelation

Never
premiered on
Broadway

Timing

- After Pippin
- Comes after two changed shows

Change in
Sequence

- play, musical, musical

Short Run Time

- Two weekends

External Opportunity

Familiarity with show

Broadway attendance is up
9.5%

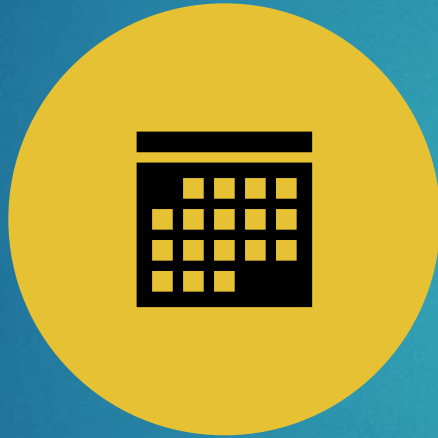
Generational Interest

World Premiere

Threats



Marketing Challenges



UNRELIABLE FOLLOW
THROUGH ON PRODUCTION



NOT A WELL-KNOWN SHOW

Marketing Assets



Social Media



Email subscriber list



Posters



Flyers



Website content

Works Cited

- ▶ Amenities: Point Park University. (n.d.). Retrieved from <https://www.pointpark.edu/pghplayhouse/Amenities/index>
- ▶ I used this website to show what amenities the playhouse has
- ▶ About the Pittsburgh Cultural Trust. (n.d.). Retrieved January 22, 2020, from https://trustarts.org/calendar?order_by=month&genre=&organization_id=&start_date=&end_date=
- ▶ About the Pittsburgh Playhouse's *Student Choreography Project* (n.d.). Retrieved January 22, 2020, from <http://www.pittsburghplayhouse.com/current-season/conservatory-dance-company/spring-student-choreography>.
- ▶ I used this to show that the playhouse already sells events out if they are well known and show talent. It shows that it is possible to sell out the events if they are good enough!
- ▶ Hamilton. (n.d.). Retrieved January 27, 2020, from <https://www.thepressroomnyc.com/hamilton> I used this to get information on Hamilton
- ▶ Janiak, L. (2019, February 13). 'Hamilton' by the numbers. Retrieved January 27, 2020, from <https://datebook.sfchronicle.com/theater/hamilton-by-the-numbers>
- ▶ Paulson, M. (2019, May 29). Broadway's Box Office Keeps Booming. Now Attendance is Surging, Too. Retrieved January 27, 2020, from <https://www.nytimes.com/2019/05/29/theater/broadway-box-office.html> I used this to get information on box office rise and other information.
- ▶ Pittsburgh Symphony Orchestra at Heinz Hall (05 Apr 2020). (n.d.). Retrieved January 27, 2020, from <https://www.songkick.com/concerts/39092421-pittsburgh-symphony-orchestra-at-heinz-hall>
 - ▶ I used this because it told me that around the time of Pump Up The Volume and it shows that this is more known and people like the comfort of what they expect.
- (n.d.). Retrieved from <http://www.pittsburghplayhouse.com/about/future-plans>
- ▶ I used this website to talk about the future plans of the playhouse
- (n.d.). Retrieved from https://pointpark.schoology.com/system/files/attachments/files/m/201912/course/2260403300/PumpUpVolumeGraphics_5e0a2bfff26c9.jpg
 - I used this image for the title slide.
- Retrieved on January 26, 2020 (Point Park University's Pittsburgh Playhouse Target Market Segmentation Analysis)PDF. (2015, July 22). Pittsburgh.
 - I used this source to gather information about the types of customers that are most attracted to our product. I also used it to outline the lifestyle trends of the customers.