

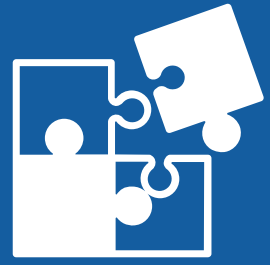


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PARAMOUNT CASE SOLUTION





INTRODUCTION

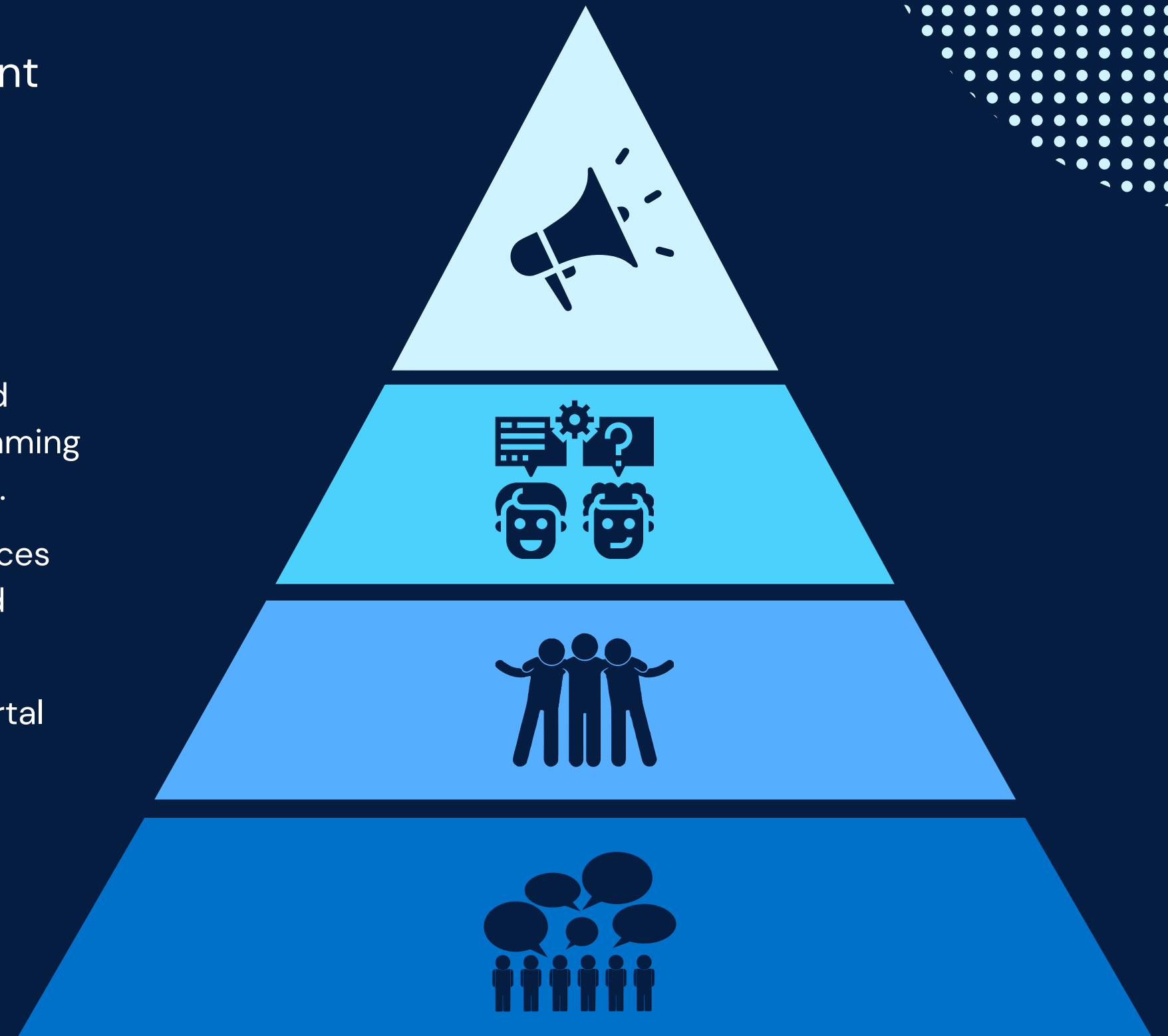
Paramount is a great company that can be considered as one of the world's largest entertainment conglomerates that has a vast experience in film and television industry. The choice of the particular topic in the case of Paramount is purposely to analyse the strategic issues and management potentials in the entertainment industry. The intervention proposed by TheCaseSolutions contains the following aspects: com synthesizes complex themes regarding Paramount and its strategic condition to identify key opportunities while strategically utilizing its advantages.



PROBLEM IDENTIFICATION

Paramount faces several critical challenges: Paramount faces several critical challenges:

- 01** Market Competition: Here, competition expanded significantly with the use of large number of streaming services such as Netflix, Amazon Prime and so on.
- 02** Content Distribution: Shifting consumer preferences about consuming more digital media content and services.
- 03** Revenue Streams: Low profits from brick and mortal ticketing booths and cable systems.
- 04** Global Expansion: A major weakness that has been identified in the organization is the inability to expand and gain a foothold in the overseas market.





STRATEGIC ANALYSIS

In order to overcome these risks, There are several activities undertaken by TheCaseSolutions. com employs several strategic frameworks:com employs several strategic frameworks:

SWOT Analysis

Strengths: It stems from Paramount's heritage as one of Hollywood's most iconic brands, ownership of massive IP library and powerful talent connections.



Weaknesses: Lim's company's slow pace of adjustment to digital technology and over dependence on box office sales.

Opportunities: Increased focus on streaming, consumer-content variety and markets beyond the United States.

Threats: Competition, piracy and shifts in regulations form another key force that has dramatically impacted movie production.



PORTER'S FIVE FORCES

Competitive Rivalry: High, because there are a lot of highly-driven competitors most of which can be deemed well-funded.

Threat of New Entrants: Moderate, because new entrants require a lot of capital and content, especially if they are entering the market as small players.

Bargaining Power of Suppliers: High, because there are not enough high quality experts online.



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RESOURCE:

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