**STRATEGIC PLAN OUTLINE**

**REDBOX COMPANY**

I) Executive Summary

 A brief summary providing highlights of the current situation including objectives, strategies, principal actions programs, and financial expectations. By utilizing the company website, press releases, social media, new hit promotions, we are America’s destination for new release movies and games.

II) Company Mission

The mission statement of Redbox is this: People crave entertainment. At Redbox, we make entertainment more accessible and we do it better than anyone else.

Defining the core business

1. Redbox is America’s destination for affordable and convenient new release movie and video game rentals. About a million discs (sometimes more) are rented from our kiosks every single day. The company was launched in 2002. Redbox announces the 3 billionth rental of a disc (both movies and games) in 2013.
2. No subscription fees… the best entertainment deal on the planet, we’re everywhere. More locations than Starbucks and McDonalds combined so it’s not hard to find us! The lowest prices imaginable for today’s biggest hits!

III) Company Profile

 Depicting the company’s resources including financial, human, and physical resources. The biggest strength of Redbox is the price for renting a movie or video game from one of its kiosks making it the cheapest anywhere. Convenience, availability of locations, on top of cheap price

1. SWOT Analysis

Internal Strengths and Weaknesses

**Strengths:**

1. Marketing and good customer relations with high traffic locations
2. Successful Marketing Strategies
3. Good Internal Communications
4. Excellent Sales Staff with strong knowledge of existing products
5. Excellent Organization and Management. Operations and Production

**Weaknesses:**

a. Cash Flow Problems

1. New Competition including Google Chromecast and Amazons Fire TV Stick as well as Netflix continuing to be the biggest competition.
2. Meeting Deadlines Due to Too Much Work
3. Poor Record Keeping

**Opportunities:**

1. Increasing Customer Demand
2. Similar Products Not Reliable and are More Expensive
3. Customer Loyalty

**Threats:**

1. Competitors Have a Similar Product
2. Competitors Launching New Advertising Campaigns
3. People Spending Less Money in an Economic Downturn

At Redbox we continue to provide the latest hits, at the cheapest price, with locations continuing to grow in the United States and elsewhere in North America