

COMPETITOR ANALYSIS

KEY PARTICIPANTS IN THE RECREATION AND LEISURE SERVICES INDUSTRY

Most leisure and entertainment establishments are locally owned. There are about 529 leisure and entertainment establishments in Singapore which had a sales turnover of S\$571 million in 1986.

Parks, gardens, cultural services and other amusement and recreational services were the largest sectors contributing S\$282 million. Other sectors which generated substantial profits were horse racing and other betting activities (S\$212 million), theatrical production, entertainment and broadcasting services (S\$174 million), radio and television broadcasting (S\$172 million) and motion picture services (S\$114 million).

The major cinema operators are the Cathay and Shaw organizations which operate 25 cinemas.

The more popular discotheques are TGIF, Dreams, Warehouse, Rumours, Top Ten, Chinoiserie, Xanadu and two recently opened lounges Ridley's and Cheers. TGIF has an annual turnover of S\$2 million while Top Ten reported a net profit of S\$453,600 on a sales turnover of S\$5.2 million in 1988. Some karaoke lounges include Kin Kwa, Alex Karaoke in Amara Hotel and The Street Karaoke in Plaza Hotel.

Superbowl, Kallang, Jackies and Striker Bowl are the larger bowling alleys. Superbowl has a branch in Marina South and will soon be opening another one in Jurong.

The entertainment business in Johor Bahru, Malaysia offers competition to its Singapore counterparts. The main attractions are videos and night entertainment. High quality video tapes can be purchased for as low as S\$12-13 compared with S\$30 for a licensed copy in Singapore. However, recent, stricter checks by Singapore customs have drastically reduced the number of pirated and uncensored tapes by 40%. Further, cheaper prices (10-20% lower) in lounges and nightclubs in Johor Bahru draw a large number of Singaporeans. Lounge operators in Singapore estimate this affects about 20% of their business.

KEY CUSTOMERS IN SECTOR

The key customer is the individual consumer (local and tourist).

CURRENT MARKETING TRENDS

Positioning of recreation and entertainment services and facilities to appeal to increasingly affluent life style oriented Singaporeans is the predominant trend. Pursuit of the international tourist market is primarily linked to STPB supported projects.

Leisure and entertainment services are advertised in newspapers, magazines, on television and through flyers.