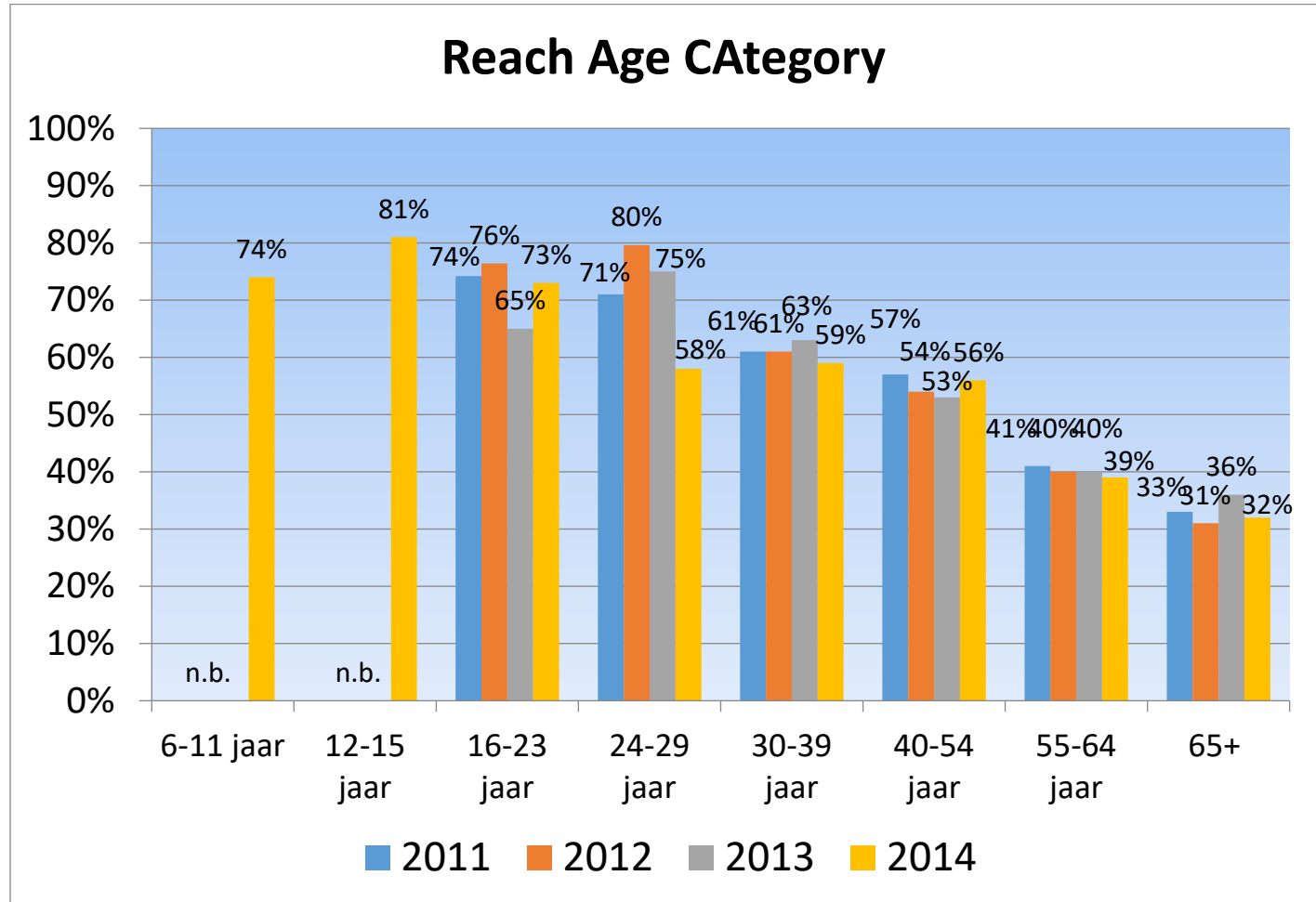


In the Netherlands, there is a trend of young people (16-29 years old) visiting the movie theaters less and less every year.



The main objective of this research is to get the young people to start visiting the movie theaters (again and more).

In order to come up with a great concept and a solution for this problem, you need to research at least two things:

1. Why are the students not going to see films in the Movie Theaters?
2. What can the theaters do in order to attract more students to the theaters?

Please use the qualitative research methods (open or semi-structured interview). Interview between 8-12 students (M/F) (age 17-25).

You do not have to transcript the whole interviews, just the most important conclusions!

The structure of the report should be:

5-8 A4;

1. Introduction;
2. Trends;
3. Research design;
4. Conclusions and recommendations;
5. Reflection;

Deadline: Monday week 6, 5 PM in the drive!

Good LUCK!