

Product - Chairs/seating  
- Buy food/drink.  
Memo?  
Cafe-dinner+film

Blankets, wireless headphones  
Classic films/New films  
Franchises? Food delivery  
Back to the future, Boh rap

Place Where do they take place? Parks, private land, barns, dive up in your car.  
State homes.  
Sofas, swimming pools, Farmyards Hot tubs Rooftops

Price look at cinema tickets, 2D, 3D, 4D  
Imax, outside, Netflix, home projections.

Promotion - target audience - older, younger teens? family  
Sing along

Process - ordering ticket on app? Scan for admission.

People - actors/celebs to introduce, security, tech. first aiders  
Panel before hand, litter pickers

Physical Environment - bring a picnic  
Chairs, beds, pool? mobile van cinema (screen machine)  
Smoking area  
Premium  
drive in  
(on a bicycle electric pedals)

films or events eg Wimbledon/sporting events.

P - people outside? Support small busin

E - £ of ticket compared

S - social event, day in sun.

T - Projectors outside, Netflix, 3D/4D

L - copy right laws, alcohol licences, council/authority permission

E - destruction land, bottles, noise pollution?