

**PRIMEWARE (T) LIMITED**

Online Ticket Booking Proposal via TickGate

**Submitted to:**

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## ONLINE TICKETING PROPOSAL

### **Overview of Primeware:**

Primeware (T) LTD is a company that engineers and provides custom digital solution. We Design, Develop & Deliver solutions for web, mobile platforms, digital platforms, digital marketing and all related in the digital field. Apart from the services we provide, we build and run our own platforms such as ebidhaa, TickGate and Milestone moms.

### **PROPOSAL.**

TickGate is a platform that connects the users to events of their interests such as Food&BBQ, Conferences, Art and others.

We would love to add a Movies category to the Category and integrate Century Cinemax online seat system with our mobile app (TickGate) and provide people the power and pleasure to book and reserve seats through their smartphones at their convenience.

### **VALUE PROPOSITION.**

What value will be adding to the customers.

- Giving customers the power & assurance to reserve seats before hand. This would be a bigger advantage to FAMILIES, COUPLES, and GROUP ATTENDEES who would love to seat together.
  
- Users can reserve seats on the time & date of their convenience, not worrying on whether they will be late and miss good seats or they have to stop with what they are doing so as they can come and buy a ticket in hand.
  
- Users can still enjoy CENTURY CINEMAX loyalty cards while reserving their seats.
  
- Provide users an extra channel for feedback to Century Cinemax.

## **WHAT WON'T CHANGE?**

- Physical ticketing & financial operation.

CENTURY CINEMAX will still give out physical tickets. That is, when a customer arrives, they will provide their phones to show that they booked and paid for the seat, then Century Cinemax will continue with providing movie tickets.

We are in talks with SELCOM offices on the billing process, so that whenever a booking happens via our app, our system will be connected with theirs and the payment eventually to land in CENTURY CINEMAX's SELCOM account. Therefore, no need for CENTURY CINEMAX to open a new account with us or any financial or payment system.

## **WHAT ARE WE REQUESTING FROM CENTURY CINEMAX?**

- Seat status Api, This will help in communicating and knowing what is the current seat status (available or booked).
- Help in Understand the booking system (ie: How is the data Stored, so we can see how we can help in storing data concurrently with the person on system with little to no change on the current system. We could sign an NDA if need be).
- Updates on movie schedules so as we can market the app relevant to the movies & drive more sells for the movie.
- Century Cinemax to grant us a 3 Months probation after full installation and communication between systems. After the probation period, a 10% commission on sale that will be carried by PRIMEWARE so as to help cover transaction cost (if any) and up keeping the operations on our end (ie: sms service notification on new movies, and purchase notification).

## **CONCLUSION:**

Primeware is looking forward to this new venture with Century Cinemax and we are open to any comments, suggestions, or concerns you might have. We look forward to further discussing this proposal in the near future.