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Play Time Theater: A Non-Profit Children's Theatre Company

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PLAYTIME
THEATER

Project
Summary

By Alexander Diehl

Project Summary:

Executive Summary:

This report provides an analysis and evaluation of the prospective success of Play Time Theater, a children's theatre company. Methods of analysis include the application of different dimensions of business including human resources, marketing, business law, ethics, etc. Results of the business dimensions analyzed and applied to Play Time Theater show that the company would be very successful in Rhode Island. In particular, Play Time Theater's nonprofit standing defines the company as successful in regards to both marketing and human resources.

Although this report finds that Play Time Theater would be very successful it does present major areas of weakness that require special attention by management.

Recommendations include:

- To preserve the ethical nature of our company to perpetuate our positive reputation
- To avoid any legal issue as one legal case could end our business
- To ensure that all of our employees understand and promote our inclusive and diverse culture that makes our company unique.

This report also acknowledges the fact that the analysis conducted has limitations. Due to this report being a prospective application of different dimensions of business, there are dimensions that we are unable to forecast the application of. These dimensions include accounting, financing, and supply chain functions.

Play Time Theater will thrive as an innovative children's theatre company in the state of Rhode Island as there is little competition that can compete with our unique product. An in depth

explanation of the application of each business dimension that proves our future success is found in the comprehensive business overview report.

Business Concept and Implementation Strategy:

Play Time Theater is a nonprofit children's theater company that teaches fundamentals of theatre as well as basic creative writing and story-telling techniques in a safe and inclusive atmosphere. We will offer seven week courses that highlight a new lesson each week for children six to eighteen. Between programs there will be a one month break so each session runs for three months resulting in four sessions a year. Additionally, we will offer special one week courses for school vacation weeks.

Play Time Theater will have one physical location located in Providence which is a central location for Rhode Island. We will also have mobile units that travel all around the state to teach acting classes at various locations such as schools, libraries, YMCAS, etc. This dual platform will make us more competitive in the Rhode Island theatre market.

Target Market:

Our target market for Play Time Theater is anyone ages six to eighteen who is interested in theatre in Rhode Island. There is a large array of people who are interested in theatre. This includes individuals interested in performing on stage, working behind the scenes, working the technical equipment, individuals interested in costuming etc. The arts market in Rhode Island is growing steadily and there are many state agencies that are attempting to improve the arts market growth. We have concluded that Rhode Island is a great market for Play Time Theater.

Product Innovation:

Play Time Theater is a unique service that will define itself among the different children's theatre companies in Rhode Island. Due to its nonprofit status, Play Time Theater will offer affordable classes which will increase our target market tremendously. Play Time Theater is also unique due to accessing our target market. By having physical location classes and traveling throughout the state of Rhode Island, we will increase our customer base. Our innovation makes us very competitive and will project our company to success.

Commercialization:

Due to our company not having the finances to have a large promotional budget, we will utilize social media and building a reputation organically. If our company provides a great service, and our customers are happy, they will share our business with their friends and family. This paired with our accessible mobile theatre units can produce a surge in business for our company. Additionally, we will focus on building loyal customers. If we can target younger children that will continue with our company as they grow up, we will secure a long-term investment. Since social media marketing can be free to inexpensive, we will utilize this medium. This can be used to target the teenager market who might be interested in our creative outlet.

Organizational Staff:

Play Time Theater will have a few administrative manager roles but the majority of our employees will comprise of theatre instructors. They are the basis for all of our work. We have generated a great process to source, recruit and hire for this position. Play Time Theater plans to hire individuals who are experienced in the field of theatrical arts but are not necessarily

professionals in the industry. The individuals in this position will share and represent the morals, values, and beliefs that Play Time Theater has.

Opportunities and Risk:

There are many opportunities and risks for our business. One of the biggest opportunities that our company has is being able to be accessible and affordable to the entire state of Rhode Island. Due to this massive market that we are able to accommodate, we anticipate a high demand for our service. Furthermore, our biggest risk is anything that can tarnish our reputation. This includes any legal issues, ethical issues, or bad customer service experiences that may arise. Although there are many opportunities and threats, there are more opportunities for Play Time Theater to succeed than threats to not succeed.