

# AMC Entertainment Inc. Harvard Case Solution & Analysis



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# History of Business

Type: Services

Founder-Maurice, Edward and Barney  
Dubinsky in 1920

January 26th, 2006- AMC merged with  
Loews Cineplex Entertainment

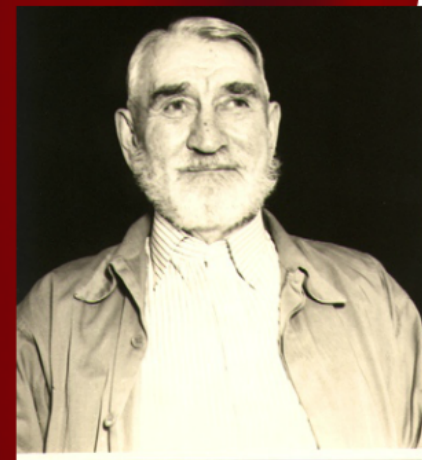


## Current Leadership Team Members

President and CEO: Ding Benxi

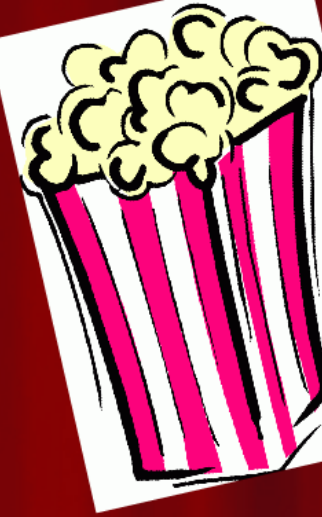
Representative: Gerardo I. Lopez

Vice President: Edward Durwood





## Services



- sells movie tickets, provides an experience that is comfortable for people to watch movies
- Goods (drinks and snacks)
- Target Market: students/teenagers (83.6% of 18-45 year olds attend regularly)

# Locations

-382 locations in the U.S

-Spain, Canada, France, Hong Kong, and the UK.

-Headquarters: Kansas City, Missouri

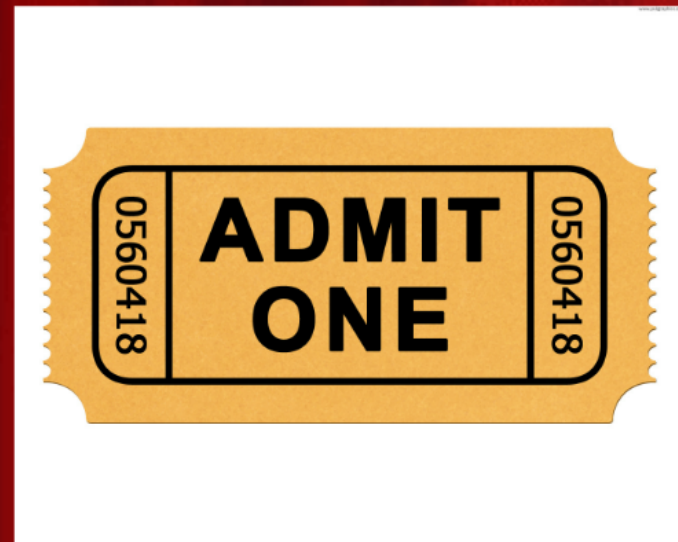


# Employee Information

Number of Employees-26,200 (full time and part-time)

**What this company offers to employees-**

- Stock: provides over 230,000 shares for employees
- free movies





# Employee Expectations

## **Employee Code of Conduct-**

- Maintain a clear and safe environment of movie theatre
- Excellent guest service skills
- Ensure the security of all cash, receipts and tickets
- Control access to theatre