

AKAROA CINE/CAFE

This attractive and well lit building is owned by J.M. Global Entertainment with J.M. Charitable Trust holding a lease on the land for a period of 20 years starting on the 20th January 2004 until January 3rd 2024. The full 20 years rental was prepaid by J.M. Charitable Trust. The building and cinema assets are owned by J.M. Global Entertainment.



The cinema is operated by J.M.Global Entertainment. A variety of possibilities will be entertained by the owners for the purchase of the cinema with its assets.

Jim and Maxine Marron are the current cinema owners and directors of both the J.M. Charitable Trust and J.M.Global Entertainment.





The Akaroa Cinema is situated in the heart of Akaroa on the corner of Rue Jolie and Selwyn Avenue, 90 minutes from Christchurch City.

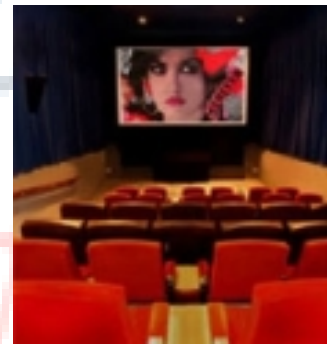
The Business, currently for sale, will be sold as a single business opportunity and consists of:

1. The building: A 2 screening room cinema complex and café with “State of the art” equipment.
2. The cinema business: This is an entrepreneurial business opportunity for someone wishing to invest in and manage their own business.
3. The land lease and the charitable trust.

Two theatres

The Ciné Café is a two theatre movie and café complex, providing a fresh and innovative experience for movie-goers. The theatres contain Diamond and Gold class seating, which include tables for coffee and wine. Art, foreign, classic and new films are shown at a variety of viewing times.

- Cinema 1 has a seating capacity of 36.
- Cinema 2 has a seating capacity of 17.



A boutique CineCafe experience in beautiful Akaroa.

- Sumptuous, luxurious plush seating with a table for coffee or glass of wine.
- The best of art, foreign, classic and new films.
- A great café. Patrons enjoy soups, patisseries & wonderful mouth watering desserts. A large selection of aromatic teas, juices, Vivace fair trade coffee and other hot and cold beverages are available.
- On offer is a selection of award winning wines and beers. These may be enjoyed while watching the movie.
- A fresh & innovative viewing experience for theatre patrons.

Iconic art/boutique culture

The Akaroa Cinema -

- contributes to Akaroa's iconic art/boutique culture.
- provides fresh and new entertainment in Akaroa – ‘on the cutting edge’
- features the best art, foreign, classic and new films.
- offers a unique blend of elegance and culture, with value for money and entertainment.
- provides an overall cultural experience, particularly essential to tourists, through exceptional food, wine and movies.

Patronage

Key Audiences are drawn mainly from the Akaroa village and surrounding outer bays, environs and include -

- Akaroa residents.
- Akaroa holiday-home owners. (approx 80% live in Christchurch)
- Visitors to Akaroa and Tourists.
- Guests from local accommodation - Hotels, Bed and Breakfasts and Backpackers etc.
- Patrons from local restaurants.
- Wine enthusiasts.
- Classical movie lovers.
- Day visitors looking for a “cultural experience”.
- From email of fortnightly “Now Showing” brochure to approx 600 subscribers.

Website

The cinema has developed its own website designed to reach Akaroa holiday-home owners, visitors and Akaroa residents.



The website - <http://www.cinecafe.co.nz/>

- is updated to featuring Ciné Café logo and weekly movie timetables.
- features upcoming movies that will be showing in the coming months.
- café slot, featuring wine of the month, food of the month, or Café specials.
- email sign-up, where people can sign up for the weekly e-mail update.

Future potential

Conference venue

The Cinema is currently used mainly for evening sessions and a new owner might consider developing the complex as a daytime conference venue. The cinema could be marketed throughout the Canterbury region and potentially further afield as quality boutique conference venue situated in one of New Zealand's top recreational hotspots.

The large cinema is set up with a microphone and can take a hook up with all types of presentation equipment.

Potential clients may include Corporate, Local Body, Government Departments, and perhaps private groups. There is a wide potential of conference organizer prospects.

Lectures, seminars and training workshops

The larger cinema is ideal for lectures and smaller seminars and with the café facilities could prove to be an ideal venue for smaller groups.



Mums morning coffee and a movie

A special morning movie session for young mothers once a week when their children are at school is another opportunity the current owner is considering.

Senior citizens morning movie followed with a lunch

Some of our elderly patrons say they would support a morning movie following by a light lunch of soup and dessert.

School lunches

The mother's of the local school children have shown interest in the cafe providing school lunches one or two days a week. This opportunity should be investigated further as a potential ongoing revenue stream.

Poetry evenings

There are a number of people who would like to have a poetry evening on a Sunday night once a month.

Swim with the dolphin

There are a number of "swim with the dolphin" businesses in Akaroa. They discussed with us the possibly showing a ten minute marketing movie followed by light refreshments to people coming over on the shuttle buses. Though the income from this activity might not be large it would encourage people to come back to the cinema for a full length feature movie.

Cinema Hire

The Cinecafe promotes the complex as a great place to hold private screenings, presentations, conferences or corporate events. There is a licensed bar serving wine and beer and Catering and presentation equipment can be hired or arranged as required.

Loyalty Cards

The Cinema promotes a loyalty card system that encourages regular visitors to Akaroa and residents to keep attending the Ciné Café.

Club Cards - Buy 9 cinema tickets and get your 10th admission FREE

Coffee Cards - Buy 9 coffees - get your 10th free



Assets

Current assets are listed below.

- **The building:** This is currently valued at \$550,000* plus GST [if any]
- **The cinema business:** This is a boutique entrepreneurial business with great potential opportunity for someone with a passion for quality cinema, wishing to invest in and manage their own cinema. Equipment and furniture are currently valued at approximately \$115,000.

Asking Price: \$550,000

OR \$150,000 plus \$20,000 a year rent.



* Valued by FORDBAKER Valuation on 29th October, 2009