Abstract

Entertainment facilities can be found in any sufficiently populated areas, increasing in sophistication and magnitude, in more developed countries. In Singapore, pockets of entertainment facilities are found in shopping centres. There were few complexes dedicated primarily for entertainment uses.

In one of its boldest moves in urban redevelopment, the government has designated an area in Bugis for the development of an entertainment district. In a clear departure from the earlier planning guidelines, bright flashing neon signs and video screens are encouraged at the facades of the complexes and at key gateways to the entertainment district.

When completed, the E-Walk will add a new facet to the real estate sector and change the city’s character and skyline. This exciting new development calls for a study into the structure of the entertainment industry in Singapore and the factors affecting it. This dissertation addresses these issues and proceeds to analyse if the market is ready for entertainment complexes.

The study indicates that the market is ready for large-scale entertainment complexes. However, careful planning is required in development conceptualisation and assembling an optimum mix of tenants to ensure the complexes' success. A development concept and a marketing strategy is proposed for an entertainment complex.

Key Words
Entertainment
Entertainment Complex
Development Concept
Marketing Strategy