

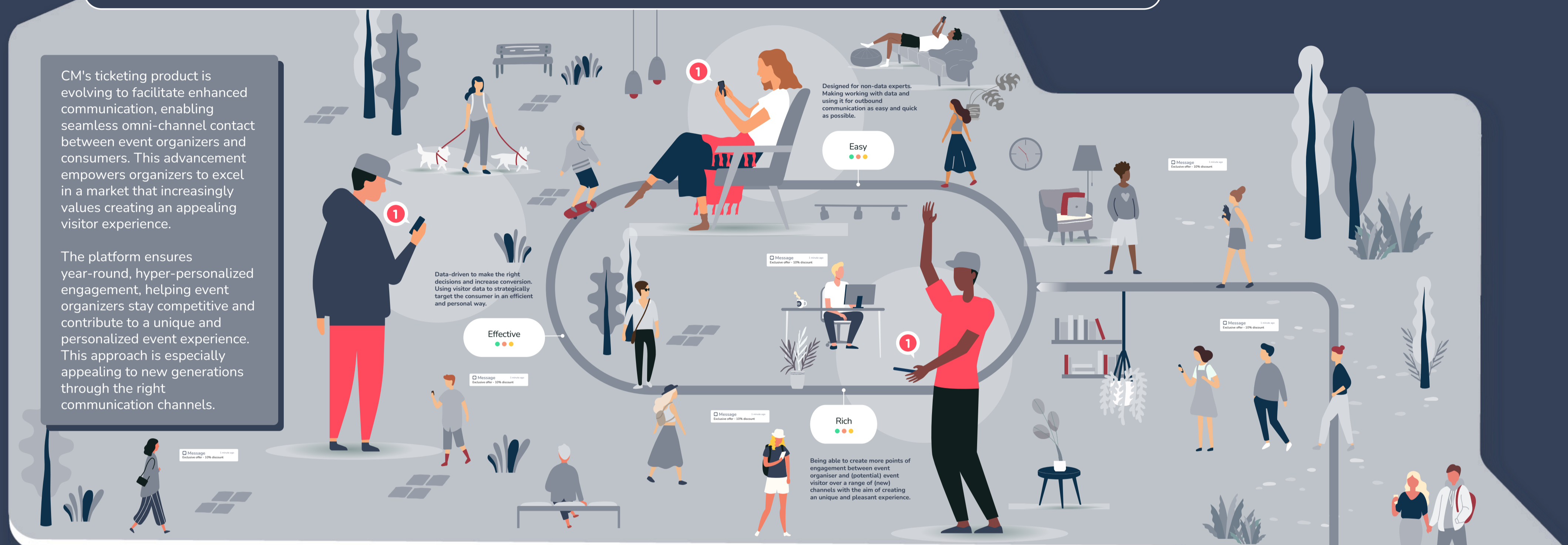
A strategic service proposition for CM.com |

# INCREASING THE PRODUCT-MARKET FIT OF CM'S MUSIC & LIVE TICKETING PRODUCT

The service proposition will help CM:

- Allocate resources effectively; making sure you develop the right things at the right moment.
- Unlock the full potential of all in-house technology.
- Upscaling sales by increased product-market fit.
- Keeping up with the changing client wishes and priorities.

## Facilitating the easy creation of rich & effective omni-channel communication touchpoints for event organisers



### Conclusion

By developing CM's ticketing platform towards a platform facilitating the easy creation of rich & effective omni-channel communication touchpoints, CM's development efforts align with identified client needs. This approach ensures CM allocates their resources efficiently and increases their product-market leading to potential sales growth.

The proposed direction is in line with market trends relating to the growing demand for diverse communication options in the events and ticketing sector. Aligning with these trends ensures the viability of CM's ticketing platform in the upcoming years, staying in front of the market.

This strategic shift strengthens CM's competitive positioning differentiating from most competitors by becoming a self-service, experience focused platform taking a progressive approach to ticketing.



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Exploring an omni-channel service proposition  
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