Reversing the AMD Fusion Launch
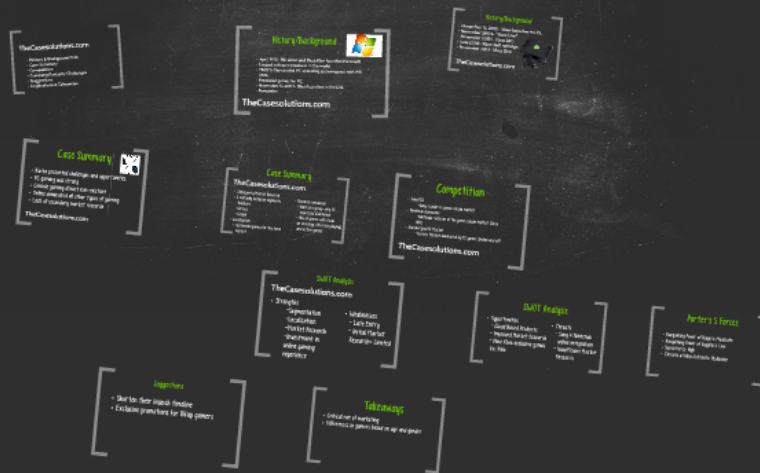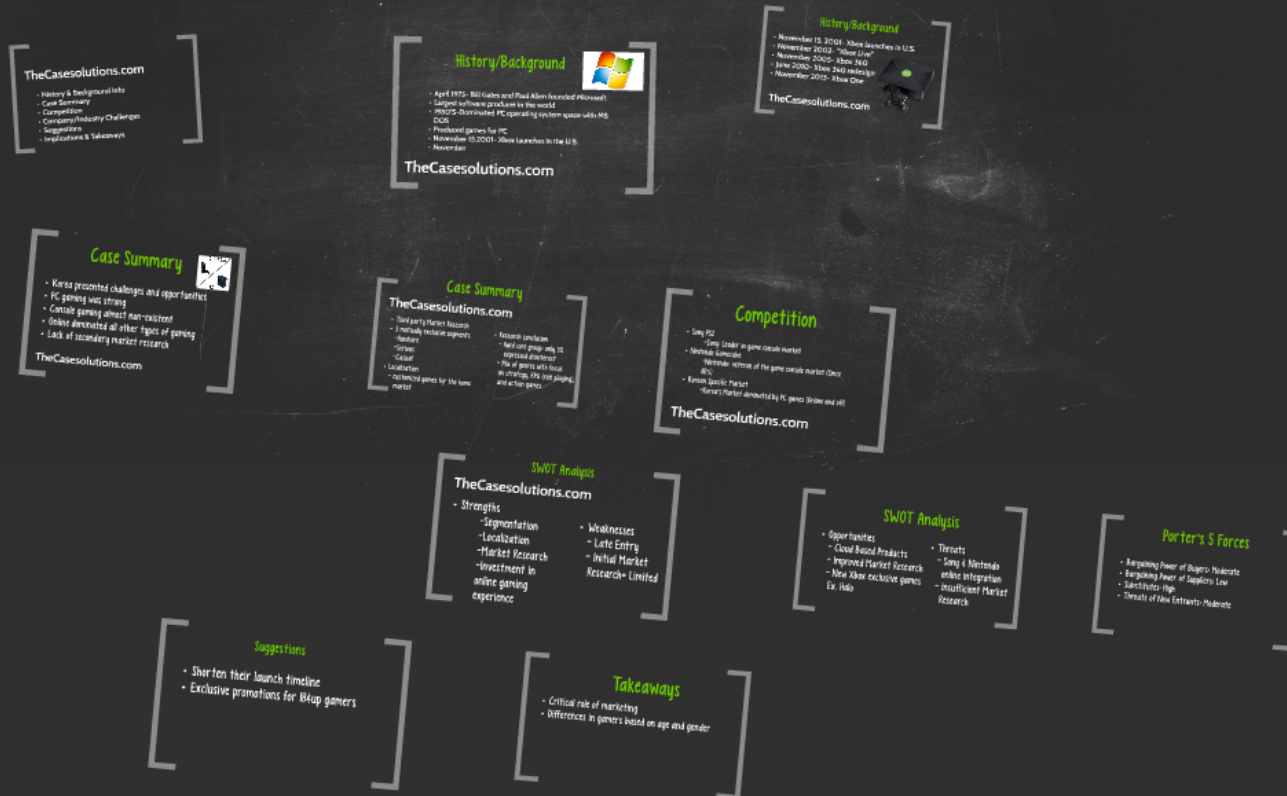

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Reversing the AMD Fusion Launch

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- History & Background Info
- Case Summary
- Competition
- Company/Industry Challenges
- Suggestions
- Implications & Takeaways

History/Background

- April 1975- Bill Gates and Paul Allen founded Microsoft
- Largest software producer in the world
- 1980'S-Dominated PC operating system space with MS DOS
- Produced games for PC
- November 15,2001- Xbox launches in the U.S.
- November

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History/Background

- November 15, 2001- Xbox launches in U.S.
- November 2002- "Xbox Live"
- November 2005- Xbox 360
- June 2010- Xbox 360 redesign
- November 2013- Xbox One

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Case Summary

- Korea presented challenges and opportunities
- PC gaming was strong
- Console gaming almost non-existent
- Online dominated all other types of gaming
- Lack of secondary market research

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Case Summary

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- Third party Market Research
- 3 mutually exclusive segments
  - Hardcore
  - Serious
  - Casual
- Localization
  - customized games for the home market

- Research conclusion
  - hard core group- only 1% expressed disinterest
  - Mix of genres with focus on strategy, RPG (role playing), and action games.

Competition

- Sony PS2
  - Long Leader in game console market
- Nintendo Gamecube
  - Nintendo- veteran of the game console market (Days AG)
- Korean Specific Market
  - Korea's Market dominated by PC games (Brian and Jill)

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SWOT Analysis

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- Strengths
  - Segmentation
  - Localization
  - Market Research
  - Investment in online gaming experience

- Weaknesses
  - Late Entry
  - Initial Market Research= Limited

SWOT Analysis

- Opportunities
  - Cloud Based Products
  - Improved Market Research
  - New Xbox exclusive games Ex. Halo

- Threats
  - Sony & Nintendo online integration
  - Insufficient Market Research

Porter's 5 Forces

- Bargaining Power of Buyers- Moderate
- Bargaining Power of Suppliers- Low
- Substitutes- High
- Threats of New Entrants- Moderate

Suggestions

- Shorten their launch timeline
- Exclusive promotions for 18&up gamers

Takeaways

- Critical role of marketing
- Differences in gamers based on age and gender

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Case Summary

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- Third party Market Research
- 3 mutually exclusive segments
  - Hardcore
  - Serious
  - Casual
- Localization
  - customized games for the home market

- Research conclusion
  - Hard core group: only 3% expressed disinterest
  - Mix of genres with focus on strategy, RPG (role playing), and action games

Competition

- Sony PS2
    - -Sony: Leader in game console market
- Nintendo Gamecube
    - -Nintendo: veteran of the game console market (Since 80's)
- Korean Specific Market
    - -Korea's Market dominated by PC games (Online and off)

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SWOT Analysis

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- Strengths
    - Segmentation
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- Weaknesses
    - Late Entry
    - Initial Market Research= Limited