



**Macro Environment
Significant Environmental Drivers**

Interconnectivity Increasing

- The average of generating the content.
- Global connectivity and
- Content on the platform on the internet

Changing Face of America

- New America
- Immigration and
- Change in the political scene with various states

Increasing Dominance of Asian Powers

- China and India
- Japan and South Korea
- Singapore

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**Industry Environment
Industry: US Video Game Production
Industry members:**

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Five Forces Analysis

Entry: Low/Moderate
 - High R&D investment
 - 3rd & 4th parties gaining content through multiple distribution channels

Suppliers: Moderate

Buyers: Moderate/High Power
 - Retailers

Substitutes: In traditional Video Game Production: Low/Moderate
 - Movie/Television/Music

Rivalry: Moderate
 - 23 firms in the
 - 5-6% growth
 - 4 of 8 firms growing

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Value Chain

Firm Infrastructure: +
 Human Resource Management: +
 Technological Development: +
 Procurement: -

Internal logistics	Operations	Production logistics	Marketing logistics	Service
β	-	+	+	β

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Resource Based View**

Resource	V	R	I	O	CC	PI
Beachbar Games	Y	Y	Y	Y	SCA	AAR
JK	Y	Y	Y	Y	SCA	AAR
Low cost Operating Structure	Y	Y	N	Y	TCA	A-NAS
Console	Y	N	-	Y	CP	AR

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SWOT

	+	-
Internal	<ul style="list-style-type: none"> - Marketing & Sales - R&D - Human Resource Management - Technological Development - Excellent R & D talent - Low cost operating 	<ul style="list-style-type: none"> - Treatment - Gamblers
External	<ul style="list-style-type: none"> - Changing Face of America - Growth of digital content by fully featured - Interconnectivity increasing - New content - Low/Moderate - Substitutes - Moderate - Rivalry 	<ul style="list-style-type: none"> - Changing Face of America - Most content is on the internet - Interconnectivity increasing - Allowing competitors to enter the industry - Increasing competition of Asian powers - Domestic companies - Low/Moderate - Entry barrier - Moderate/High - Rivalry

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Process

Steps:

- June 12, 2022: 4 hours
- June 14, 2022: 5 hours
- June 16, 2022: 5 hours
- June 17, 2022: 2 hours
- June 18, 2022: 2 hours

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Notes:

- Meeting dates were based on individual work schedules

Team working:

- Everyone communicated well and we were able to finish everything we needed to get done in a timely manner

Take-Two Interactive Software, Inc.

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Macro Environment

Significant Environmental Drivers

Interconnectivity Increasing

- Percentage of people using the internet,
- Urban household, and
- Customer expenditure on leisure and recreation

Changing Face of America

- Baby boomers,
- Immigration, and
- Change in disposable income male versus female

Increasing Dominance of Asian Powers

- Growth of GDP,
- Growth of internet, and
- Export/import

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Industry Environment

Industry: US Video Game Production

Industry members:

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Five Forces Analysis

Entry: Low/Moderate
\$19,555,000 capital
3 of 4 distributes gaming content through multiple distribution channels

Suppliers: Moderate

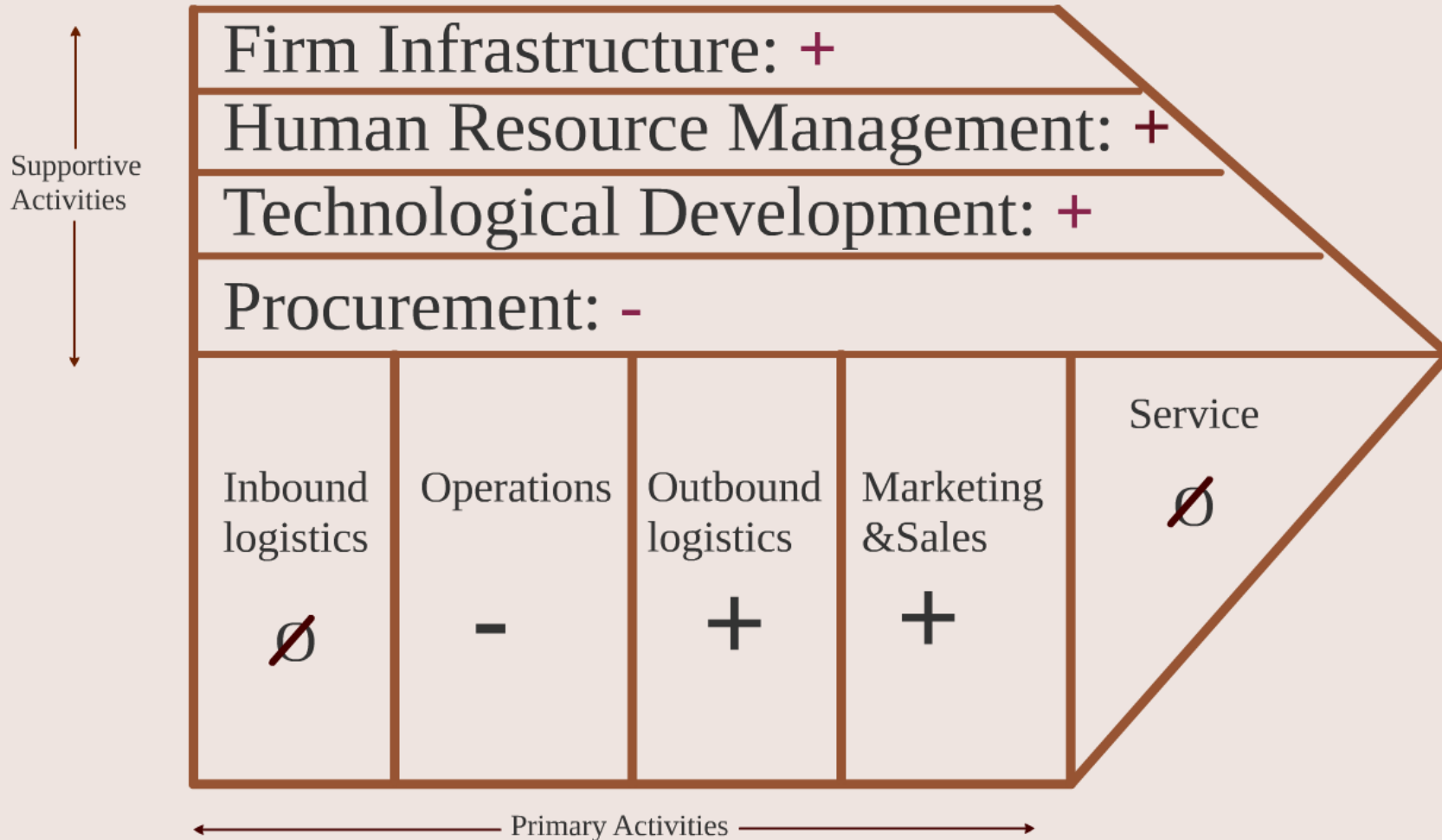
Buyers: Moderate/High Power
10 buyers

Substitute: International Video Game Production: Low/ Moderate
Movie Theater: Moderate

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Rivalry: Moderate
Different sizes
3.4% growth
4 of 4 firms growing

Value Chain



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Resource Based View

Resource	V	R	I	O	CC	PI
<i>Rockstar Games</i>	Y	Y	Y	Y	SCA	AAR
<i>2K</i>	Y	Y	Y	Y	SCA	AAR
<i>Low cost Operating Structure</i>	Y	Y	N	Y	TCA	A/AAR
<i>Consoles</i>	Y	N	-	Y	CP	AR

SWOT

	+	-
Internal	<p>Marketing & Sales Culture Human Resource Management Technical Development</p> <p>Rockstar & 2k Games Low cost operating</p>	<p>Procurement Operations</p>
External	<ul style="list-style-type: none"> • Changing Face of America Growing disposable income by baby boomers • Interconnectivity increasing New customers <p>Low/Moderate - Substitutes Moderate - Rivalry</p>	<ul style="list-style-type: none"> • Changing face of America More revenue for competitors • Interconnectivity increasing Allows competitors access to customers • Increasing dominance of Asian powers Increased competition <p>Low/Moderate - Entry barrier Moderate/High - Buyers</p>

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Process

Steps

June 12, 2015: 4 hours

June 14, 2015: 3 hours

June 16, 2015: 5 hours

June 17, 2015: 2 hours

June 18, 2015: 3 hours

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Issues

Meeting times were hard to balance due to work schedules

Team working

Everyone communicated well and we were able to finish everything we needed to get done in a timely manner.