

Macro Environment Significant Environmental Drivers

Interconnectedly Increasing

- The savings of globalizing the internet,
- Globalization, and
- Consumer engagement on mobile devices

Changing Face of America

- Tech, business,
- Immigration, and
- Changing demographics across various markets

Increasing Dominance of Asian Powers

- China's rise to LDR
- Growth of BRICS, and
- Disruptive

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Industry Environment

Industry: US Video Game Production

Industry members:



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Five Forces Analysis

Entry:

- Low/Moderate
- \$100M+ start-up capital
- 3rd-4th position gaining customers through multiple distribution channels

Suppliers:

Moderate

Buyers:

Moderate/High Return

10 factors

Substitutes:

International Video Game Production: Low/Moderate

Movie Theater: Moderate

Rivalry:

Moderate

Difference of 20%

2-4% growth

4rd-6th position

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Value Chain



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Resource Based View

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

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SWOT

	+	-
Internal	<ul style="list-style-type: none"> Marketing & Sales CRM Human Resource Management Production Development Resistor & JK Games Low cost operating 	<ul style="list-style-type: none"> Financial Resources Operations
External	<ul style="list-style-type: none"> Changing Face of America Globalization of the internet by fully located Interconnectedly increasing New customers Low/Moderate - Substitutes Moderate - Rivalry 	<ul style="list-style-type: none"> Changing Face of America Most revenue for competition Interconnectedly increasing Globalization across the industries Increasing dominance of Asian powers Resistor's competitors Low/Moderate - Entry barrier Moderate/High - Rivalry

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Process

Steps:

June 12, 2015: 4 hours

June 14, 2015: 5 hours

June 16, 2015: 5 hours

June 17, 2015: 2 hours

June 18, 2015: 2 hours

Notes:

Meeting dates were based on individual work schedules

Today's meeting

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

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PacificLink iMedia: Becoming a Full Service Interactive Agency TheCaseSolutions.com



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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

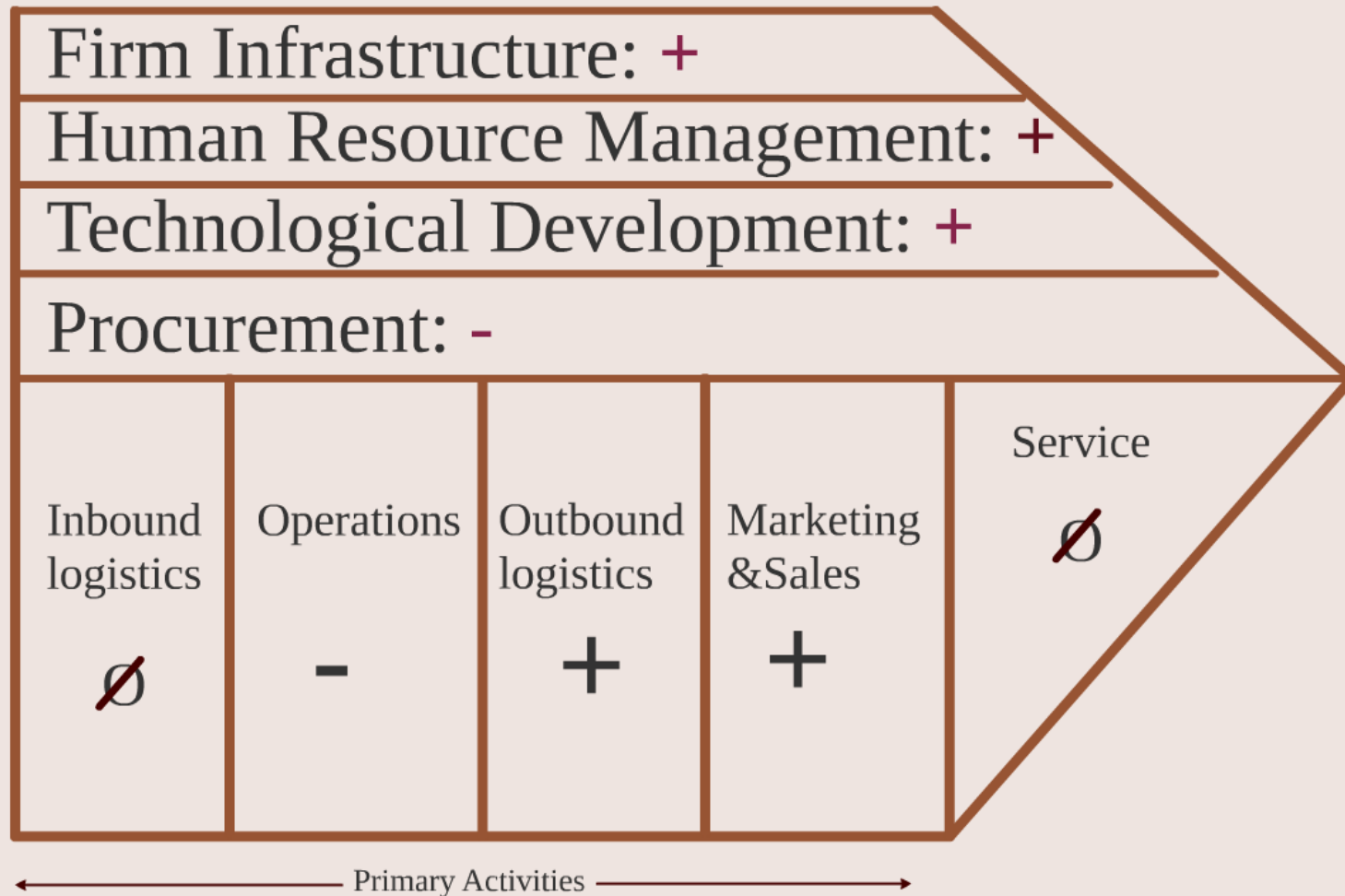
Substitute: International Video Game Production: Low/ Moderate
Movie Theater: Moderate

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

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Value Chain

Supportive
Activities



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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

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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>

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

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.

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