**Business Objective:**

The target market for our game will be specifically towards gamers that use a pc. The pc is our decided platform for the game mainly because it is home to majority of the gamer population. The pc is also easier to distribute games onto because of the variety of distribution services available. “Misthaven” also has a heavily driven story and would be considered a game for people who like to focus more on the game’s story and emotional attachment. We also want to make the game feel like the older Nintendo games, using games such as Pokémon and Legend of Zelda as inspiration. The game can be considered as a target towards people that grew up with the older Nintendo games. It is also targeted towards people who enjoy hack and slash elements as it is one of our major gameplay mechanics in the game.