Executive Summary

This is your summary for the **King** gaming company. This is the most sucessfull company in the mobile gaming industry. This document contains the detailed SWOT analysis on their games. I have discussed the strengths such as Gameplay and uniqueness of the games. I have also pointed out some threats to the company (which i have observed) and some suggestions for the company.

Strengths

1- The Ideas: the ideas for the games of King (like candy crush) are always unique and so much interacting to the player.
2- The earning model: the earning model of the King games is purely based on the In-App purchase

Weaknesses

1- Same Idea : All the games from the King company are very similar to each other and mostly identitical with very few modification in themes and appearances.

Opportunities

1- As the King has now earned a very big name in the market they can now try out different games or move on to PC or console games.

Threats

1- Player might get bored of the same games from time to time as there are very awesome new games are coming out like Clash of Clans or Clash Royale and other multiplayer games

Recommendation

They should try adding some really intense multiplayer features in their games. The game might be really intresting once they includes friends and compition with friends in real time and have "Candy Wars" kind fo thing.