

SWOT Analysis – Sad Pumpin Games

INTERNAL	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Flexibility in design, genre, and style. • Freedom from overbearing shareholders, boards, etc. • Reliance on free and open-source solutions. • Reusable framework for development. 	<ul style="list-style-type: none"> • Limited budgets. • Limited staff. • Limited capability of hiring staff. • Reliance on 3rd party contractors.
EXTERNAL	
Opportunities	Threats
<ul style="list-style-type: none"> • Targeting underserved markets/genres/audiences. • Open development means kill/keep analysis can be done. • Customer feedback can help ensure products meet customer expectations, instead of ‘develop and hope’ strategy. 	<ul style="list-style-type: none"> • Near-infinite competition. • Market leaders hard to unseat. • Some games just don’t catch on.
SWOT ANALYSIS SUMMARY	
<p>This SWOT analysis considers factors that currently exist within the game development industry as well as potential/likely factors of the theoretical indie game development studio Sad Pumpkin Games. Internal studio factors are assumed or estimated based on hopes, expectations, and past experience. External factors are gauged experience in the industry and some common sense. In an industry like game development there is less of a reliance on market capture than in industries with physical or service-based products, as the purchase of one game does not necessarily preclude the purchase of a different game (as it would with accounting software, car purchases, etc.). SWOT analysis is generally useful for industries with fixed audiences and sales numbers, but for game development the use is fairly limited.</p>	