



**Shareholder Analysis – FYP**

My FYP is a Real Time Strategy Game, where you have to build your base to unlock new things, train units so you can fight the enemies on the map. You can also create your own levels with the level editor. You can group units together and attack as a formation

**Customers**

**Group of people**

Customers: Later down the line when I finish the project, some people might reach out and want to purchase the game. They would buy the game and then use it.

**How they benefit**

These customers would benefit by being able to play my game and have fun

**Subgroups**

Married people,

**How can they be harmed?**

They could be harmed if my game was too distracting and they prioritised it over more important things in life. If I decide to monitise my game in the future and they spent money on my game while they had food or bills to pay for. These are some things that would cause harm to customers

**Collaborators**

Noel would be my only collaborator as he is my project supervisor

Maybe in the future and I need help making the game I could hire employees and they would also be my collaborators

They

**Contributors**

**Channels**

**Commentators**

**Consumers**

**Champions**

**Competitors**