Feasibility Report

Introduction / Executive Summary

Problem

***‘The global fighting games market size was estimated to be $1.5 billion in 2022 growing to $1.9 billion by 2028’:*** *Fighting games market report overview, https://www.businessresearchinsights.com/ market-reports/fighting-games-market-101457I, 7th Aug.*

However, there appears to be a lack of new and exciting fighting games being released into the games industry; for example *Tekken 7* and *Street Fighter 6* both started out in 1994, *Smash Bros Melee* came out in 2001. And whilst there have been new releases of these games, there has been little in the way of new games.

All these popular fighting games, are games that have either;

* been released long ago, but have a dedicated community which keeps the game active.
* started off long ago and have managed to establish their brand as a key competitor in the fighting game genre.

However, all this is about to change…

Proposed Solution

I believe there is a real opportunity in the market to create a new and exciting fighting game.

If we can develop a game within the fighting game genre which is sufficiently different from and better than the existing games we can carve out a significant part of this market for our company as well as building a dedicated community of followers.

By creating a new fighting game now, but with a view to making regular releases over the coming years, we can set our company up for both short-term success based on the initial release and in the longer term through further releases of the game, providing a steady income and a establishing our brand in the fighting games industry and player communities.

Background

The market for fighting games is growing rapidly due to rising popularity, with an expected compound annual growth rate (CAGR) of 4.2 % and at least an additional revenue of $500million by 2028.

My thoughts are that these estimates are quite conservative as Mortal Kombat 11 has reportedly made $500million in profits alone just in 2022.

Many popular fighting games are selling over 5,000,000 copies, with the bigger names such as Mortal Kombat and Street Fighter selling over 10,000,000. The highest selling at the moment being Super Smash Bros Ultimate with over 25,000,000 copies sold.

Our company currently has no community build up from any previous games but I believe with good marketing and the right team that we can tap into the communities of other already popular games and capitalise on those.

Once our game gains momentum and more people buy and play it and we build up our own community and build out our games portfolio.

Outline of project

For the fighting game to succeed there are certain conditions that need to be met to help the game garner popularity and play as the players would want. These conditions are:

* Rollback Netcode
* Fluidity
* Combination Attacks (Combos)

If all of these are included in our game, I believe our company will be able to profit off the community that the game generates and allow for future releases of the game to be inherently successful.

Conclusion

In conclusion, I believe our company would profit greatly from creating a community within the fighting game genre. This would give our company the chance to build up a brand within the community and earn a community from other games that have already attracted a following. Fighting games would have the most prominent effect in this area due to how committed the communities within the games are. If the project is successful, then our company will have a recognised brand with a strong following that will buy up future games, which would allow us to expand into other genres with the fallback of a community in the fighting game genre.