

KEEP CALM AND GAME ON



# ANONYMOUS GAMING

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## **Case Study- Anonymous gaming video game lounge**

A video game lounge or center is a facility where people go to play video games. According to an IBISWorld analysis, the Video Games sector saw good returns on industrial products from 2015 to 2019.

While the rise of low-cost mobile games has dampened demand for other games and may continue to do so in the near future, industry income has increased as a result of increased sales of games, downloadable content (DLC), consoles, and their related items.

Industry revenue has expanded at an annualized pace of 1.4 percent during the previous three years. Revenue is estimated to reach \$180.3 billion in 2021.

Throughout the five-year period, this rise was aided by rising consumer incomes and the release of the redesigned Xbox and PlayStation 5, as well as the Nintendo Switch.

The importance of equipping any gaming center cannot be overstated since you need to make your business pitch as appealing as possible. We will be needing anything from 3 to 15 pcs, Xboxes, and PlayStations, as well as comfortable chairs, tables, an air conditioner, and a shelf to store video games, among other things.

## Executive Summary

Anonymous Gaming will be a fully licensed and equipped video gaming arcade located on one of the main streets in Port-Louis. We were able to get a typical facility in a suitable place in Port-Louis.

Anonymous Gaming will fast become the most popular gaming destination in the region. We have everything we need to run a licensed video game lounge with a large selection of videogames from industry leaders such Microsoft Corporation, Nintendo Co. Ltd., Activision Blizzard Inc., GameStop Corp., Sony Corporation, and Electronic Arts Inc.

After doing comprehensive market research and feasibility studies, we determined that Port-Louis is the best location for our video gaming club to launch. Our clients' best interests will always come first, and everything we do will be guided by our beliefs and professional ethics.

To accommodate people with various schedules, Anonymous Gaming will open its door to customers 24hrs on weekends and from 10:00 a.m. to 11 p.m. Monday through Friday. This is why we budgeted for a strong lighting system and recruited enough employees to run the shift.

## Objectives

- Attract at least 5,500 customers in the first year, 8,000 customers in the following year, and 11,000 customers in the third year.
- To provide our customers a convenient payment option when they subscribe to one of our gaming packages, such as a 30-minute, an hour, a five-hour, or a full day of gaming.

- To provide world-class gaming facilities in Port Louis, with the potential to expand to additional places in the future, such as Curepipe and Flacq.

## **The Secret to Success**

Game Corner will implement a variety of strategies in order to fully grab the market by:

- Being the first to enter the market and establishing a strong brand for the company's unique gaming experience.
- Targeting customers who like playing video games, such as youngsters, teens, and adults.
- Having low administrative costs will assure the company's high profitability.
- Offering a diverse choice of packages at affordable pricing.

## **Pain Statement**

"Small Screens are boring/ Do you need anything lively?"

New video game systems, such as the Play Station, Nintendo Wii, Xbox, and other computer games, are released every year. There are so many new games and versions that a newly acquired game becomes obsolete before we even get the chance to try them. Certain games, on the other hand, need a level clarity and space and hence cannot be played at home.

Although these games may be played at home, playing them in front of a large crowd on large screens, in a pleasant environment with friends and new rivals, provides a unique experience. In this way, Anonymous Gaming seeks to transform virtual friendships into real ones by allowing players to hear their opponents'

breaths and chuckles while on the same platform. Anonymous Gaming will give facilities for a magical experience as well as updated games and versions that will make every gaming enthusiast feel fantastic.

## **Value Proposition**

Anonymous Gaming will give a one-of-a-kind experience that can't be found at home or anywhere else. The large displays, clarity, and effect will be improved so that the user appreciates the experience and returns for more of the same effect and quality.

## **How to make profit**

Anonymous Gaming makes money by charging consumers on an hourly or package basis. There will be fixed fees and maintenance overheads to maintain the firm improved after the first investment. Game Zone will strive for a profit of around 25% of the earnings.

## **Problems and Needs**

Even if most people have games at home, there is still a demand for a specialized Esports location where consumers may play in a variety of games with the most advanced interactive features. There are certain large games that cannot be installed and played at home, while others require extremely high internet connection.

All of these options will be available at Anonymous Gaming.

Here are some of the most typical issues that home game players are now dealing with:

- Unstable systems cause frequent game crashes.
- Games wear out computer systems since they take a lot of memory and CPU, therefore individuals need to replace computer components on a frequent basis.
- Game players must keep their computers up to date in order for them to support a range of games.
- Because the majority of games are still incompatible, game players must have a clear awareness of what has to be installed in order to play certain games.
- Most online games that offer interactions require a lot of internet capacity, and not everyone can afford high-speed internet at home.
- Due to varying duties, most game players are unable to locate a regular opponent with whom to play.

These mentioned difficulties necessitate a specialized game-playing facility that includes all game types and features, which Anonymous Gaming will provide.

Anonymous Gaming's solution is a compelling economic opportunity, and will have a competitive edge in attracting game players.

## **Business Description**

With the advent of new network technologies and high-speed infrastructure throughout the world, an increasing number of game developers are recognizing the enormous need for multiplayer network-based games and are investing resources to create games that can fulfill this unprecedented demand. These advances have created a once-in-a-lifetime chance to profit on the nature of these games using multiplayer model. Because Internet speed is mostly determined by the cost of infrastructure, a local area network will continue to be the fastest network for gaming. This means that the game will run quicker and smoother, with no jerkiness or delays.

Anonymous Gaming will provide an engaging atmosphere in which individuals may compete against one another in video games. Playing against one's friends in the same room is a significantly more fun experience than playing against artificial intelligence on a computer or an anonymous participant on the Internet.

Customers in the multiplayer environment may see and chat with their opponents throughout the game, giving it a far more "interactive" experience than playing on their own PC at home. The gamer will also be able to take advantage of the camaraderie that comes with participating in any group activity, which is normally unavailable at home.



## Services and products

Anonymous Gaming is in the video game industry to provide standard video game lounges for people of Port-Louis, Mauritius, which is why we have been able to build up a facility that can assist us in achieving this aim.

We are confident that everyone who uses our video gaming lounge will receive excellent value for their money. These are the services and amenities that our clients will have access to:

- Renting video games
- Video game and accessory sales
- Food and beverage sales

Gamers, like any other client, want to visit a location that gives off a nice mood and caters to their preferences. This might include things like renovations, new additions, air conditioning, seating arrangements, waiting spaces, super-fast internet, and even nice music.

We also need to continually coming up with fresh strategies to keep gamers coming back for more. This necessitates ingenuity and thinking beyond the box. If we don't, the environment will rapidly get stale, and clients will lose interest, resulting in the closure of our business. We will need to build up a place where there is a sense of belonging and a place to socialize. We would attempt the following to sustain a high level of participation in Cyber addiction:

- Organizing events on a weekly or monthly basis
- Organizing tournaments
- Regular customers should be rewarded with discounts and gifts.
- Having birthday celebrations

- Organizing workshops on tips & techniques
- Organizing gamer social gatherings

## Market Analysis

### **Market Developments**

If you are familiar with the video gaming business, you will know that it was the most impacted by the recession and has yet to recover to pre-crisis levels. However, they are increasingly bouncing back in terms of originality.

Individuals with a lot of free time, such as youngsters and students, have traditionally been the major demographic for video games. People are less likely to spend time playing video games as more people choose for outdoor leisure activities and sports. The number of people participating in sports rose in 2018, posing a possible danger to the sector.

However, the number of indoor gamers drastically rose in 2020 due to the unexpected Covid-19 pandemic. People were confined and spent more time playing video game to kill time. Time spent video gaming during the COVID-19 epidemic grew by double digits in all areas by June 2020, with Latin American gamers spending 52 percent more time on video games. With a 42 percent increase in game time, Asia-Pacific came in second in terms of increasing user engagement. Multiplayer games were notably popular during COVID-19, with combat, MOBA, and battle royale games being the most popular gaming genres based on increased time spent. According to a poll of European gamers, playing video games during lockdown made people feel less alone and happier in general. During lockdown moments, especially online multiplayer users, felt happy about their gaming experiences.

Finally, when video game lounges expand, it becomes necessary for them to develop new service offers or construct additional facilities in order to attract more customers. To encourage visitors to rest and mingle, several video gaming clubs now include juice and smoothie bars, retail cuisine, alcoholic and non-alcoholic drinks, and other amenities. To put it another way, if video game lounges want to expand their company, they must continue to innovate.

## **Our potential Target Audience**

The target market for video game lounges includes people from all walks of life, not only teens and children. People go to video gaming centers for a variety of reasons, which makes promoting the business fascinating. These are mainly the group of persons to whom we plan to promote our company;

1. Teenagers
2. Children
3. Adults

### **Teenagers**

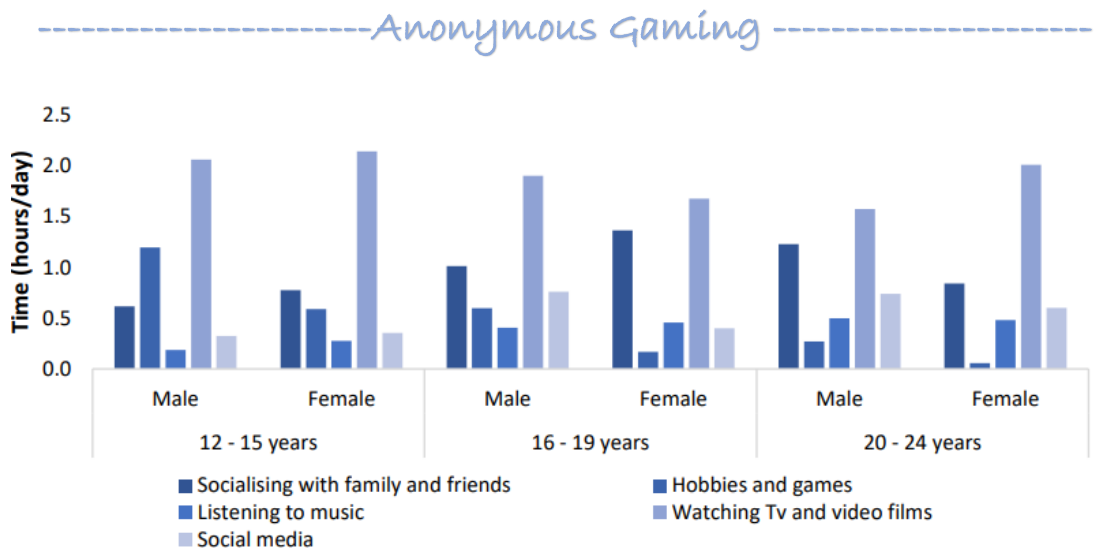
College and high school students make up a large component of an NGC's client base, while being less affluent than young professionals. These are folks who are just beginning to appreciate social activities that they did not have as children. Their spending power may be lower than our first groups, yet they account for a considerable percentage of income since, because to their working hours, they are able to visit the arcades sooner than our first group.

### **Children**

Although it may appear at first glance that children would play the most important role in the success of Video Gaming, the fact is that children's time in playing games is restricted, owing to parental limitations as well as a lack of money to spend on a daily basis. Parents would rather purchase a console for their child to play in the comfort of their own homes, where they can "keep an eye" on them. However, this section does prove to be profitable in terms of Video Gaming for a short period of time after school hours when parents let their children to meet together with their friends for some harmless fun.

### **Young adults**

Because of the nature of the games, video gaming will largely appeal to single young adults who will enjoy a social activity after work to relieve tension. As seen by the demographics of people who have purchased Sony Play station systems and, more recently, Microsoft's X-Box, video games are no longer the realm of children. Single adult between the ages of 18 and 35 account for up to 75% of video game consumers. This group also invests the greatest time and money in the video game industry (10 - 20 hours a week).



Main leisure activities by age group and sex, 2018 – 19 (Statistics Mauritius)

## Main competitors

Other types of audiovisual entertainment, as well as group activities such as sports, are Video Gaming's primary competitors. We need to sell our concept successfully and secure word-of-mouth advertising by giving a first-class entertainment experience while keeping the premise that playing computer games in groups can be a lot of fun. According to our research, buyers consider quality, dependability, environment, and pricing, in that order. Furthermore, money was frequently emphasized, with participants stating that if the above concerns are present, they are prepared to pay a higher price for the experience.

The biggest Video Game Centre indirect competitors will be:

### Movies and videos rental

Not as frequent as going to a video game lounge because new movies are presented at least once every two weeks, and hence a client may spend two to four hours at the cinema every two weeks or such.

### Home video games

A lonely pastime easily surpassed in terms of attraction by hardware with a VDC considerably better to that available to the average gamer. Furthermore, the social aspect of a VDC is significantly more attractive than playing alone.

### Internet Cafes

Because the services given are significantly different from those at a specialist gambling institution, this is a highly indirect rival.

## Implementation

### **Aim**

The aim of Anonymous Gaming is to provide every customer with a unique and amazing gaming experience by providing:

- The greatest available game equipment
- A relaxing environment
- Best Gaming Events
- Affordable pricing
- Finest service and care

### **Location**

We have opted to rent an air-conditioned office with a terrace in the north of Port Louis, on the 5th floor of a building (with two elevators), totalling 145sqm, with three shared bathrooms, one common kitchenette, and a parking place with 24-hour security. The structure is additionally powered by a 150 KVA generator, which provides continuous power to offices, elevators, and electrical outlets. Furthermore, numerous offices, institutions, stores, and services are within walking distance of the building.



Monthly rent is Rs. 40,000, and parking is Rs. 4,800.

## **Products and Services**

Anonymous Gaming will provide gaming on every possible way from PC to hand-held like the Play

Stations, Xbox and VR. The lounge will also provide players with the greatest video gaming experience imaginable, as well as a facility that cannot be recreated at home. Arcade games, shooting games, strategy games, sport games, and adventure games with single and multiplayer choices will be available at the venue. Any gamer who wants to play while waiting for a free console or PC will have access to a pool table or carom boards.

## **Benefits**

Anonymous Gaming will provide an excellent atmosphere, motivating participants to spend all the time at the lounge till it is open. With its visual and effects, Anonymous Gaming will be the best in the island. The lounge will have a bar which will be offering beverages and snacks.

With every game package purchased, customers will receive complimentary snack or drinks. T-shirts, masks, gift vouchers, discounted price and other item will offer during events.

## **Cost**

### **Pricing**

Unlike regular arcades, where players must pay for each game or hour, the lounge will provide a variety of subscription options.

Available packages and price:

- Full-day Gaming – Rs 2,000 (only on Week Days)
- 30 Min. package – Rs 200
- 1 Hour Package – Rs 500
- Unlimited Weekend – Rs 5,000

There is also a Rs2,500 annual membership available, which includes privileges like as a T-shirt, free entry to our yearly video games and pool competitions, and many more surprises presented during events.

Aside from video games and pool, a wide range of alcoholic and non-alcoholic beverages will also be served to our players.

### **Expecting Sales**

Anonymous gaming expects to attract roughly 5,500 consumers in the first year, and by expanding the business to other floors of the building or to a new location, the number will rise to 8,000 in the second year and 13,500 by the end of the third financial year.

## Startup cost

Expenses	Cost (Rs)
Legal fee	20,000
Rent (3months)	120,000
Parking Space (3 months)	13,800
Water and electricity bill (3 months)	17,400
Internet (3 months)	14,100
Salary (5 employees)	160,000
Furniture	155,000
Pool table and accessories	65,000
2 Carrom board (Rs 2500 x 2)	5,000
Cabling	22,000
Interior decorations	15,000
Advertising	14,000
Games (Rs 3,000 x 10 x 3)	90,000
55" Samsung TV (Rs 36,000 x10)	360,000
70" Samsung TV (Rs 53,000 x4)	212,000
8 PlayStation 5 (Rs 64,000 x 8)	512,000
4 Xbox One X (RS 36,000 x 4)	144,000
8 High performance PC (Rs 52,000 x 4)	416,000
4 VR Set (Rs 20,000 x 4)	80,000
Computer and consoles equipment	80,000
<b>Total cost</b>	<b>2,515,300</b>



## Investment plan

The overall investment required for the business during the first 3 months is Rs 2,650,000. The funds will mostly be used to pay for the rent of the premises as well as the necessary set-up, which is a vital factor in any business. From the second financial year onwards, no additional investments are expected.

### 1. Loan from DBM

The Development Bank of Mauritius (DBM) has agreed to fund our project with a Rs 3 million loan. Our loan will be repayable over a period of up to seven years, with an annual interest rate of 3%.

### 2. Sponsor

We were able to reach an agreement with a number of firms to supply us with a total of Rs 200,000 every year to boost our business and sponsor events.

### Advertisement

For advertisement, the business will use all media platforms, including social media sites like Facebook and Twitter, local radio and television commercials, newspapers, and posters. These advertising channels will provide the company an excellent platform to attract potential clients.



anonymous\_gaming



anonymous\_gaming@gmail.com



anonymous\_gaming



anonymous\_gaming.mu



anonymous\_gaming

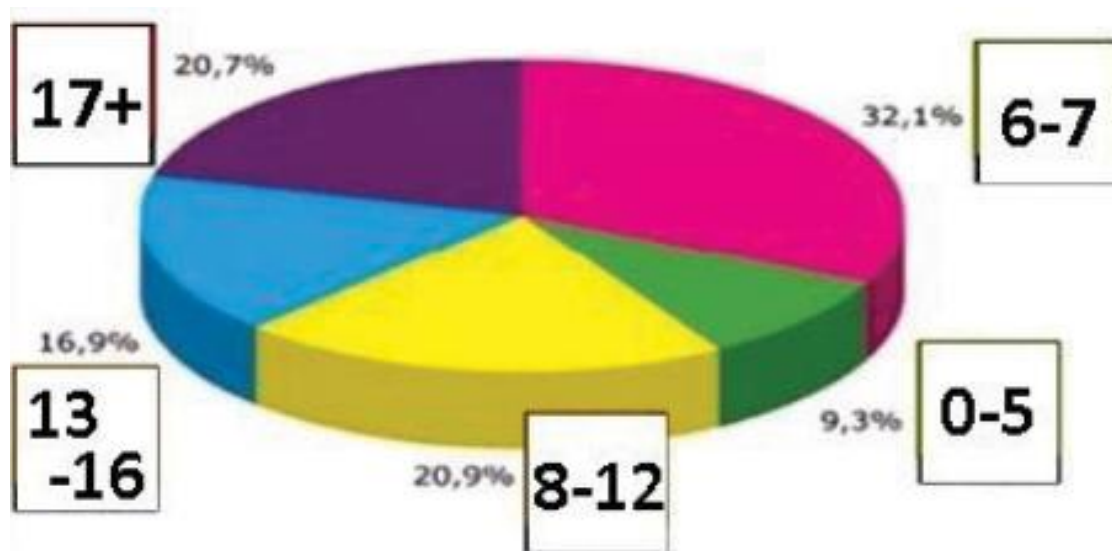
## Marketing Strategy

Anonymous gaming will first focus on clients from the north and east, with the possibility of expanding to additional cities later. The initial phase of service will be limited to the north region then a possible expansion to a new location in Curepipe and Flacq.

The market

Anonymous Gaming targets:

- Children
- Youths
- Adults and anyone who is interested in leisure and games



Sale Percentages of Video Games for Different Age Segments

## **Children**

The lounge will target children from the age of 3 to 7 years. On some occasions, children will be provided discounted pricing, as well as complimentary toys and refreshments, depending on the package and game selected.

## **Youths**

This group includes people aged 8 to 17 and is the majority of our clients. Social media will be use as a medium to reach out most of them. Our different social media channels will be updated with daily videos and posters. To bring in more customers, upcoming events and competitions will be advertised in advance with various cash prizes and themes.

## **Adult**

Our business will also target adults, who make up the majority of the Mauritian population. However, because not all adults like playing video games, the number of potential adult clients will be fewer than the other two categories. Adult-oriented late-night events will be planned.

## **Online Survey Report**

Anonymous gaming Online Survey is an online survey that collects current data from potential market groups in order to visualize the current situation of the business strategy and make improvements in marketing, targeting, pricing, and other areas. There are around 15 questions, 11 of which are multiple choice with three options. Other remaining questions require respondents to write their best replies or thoughts in response to the questions.

In general, survey questions have three major objectives:

1. obtaining study participants' backgrounds and views about their video game interests,
2. determining the present state of video games and the areas where they are played
3. determining market trends and needs for future business prospects in this sector.

## **Anonymous Gaming online survey**

1. Which age segment are you belong to? \*
  - Under 14 years of age
  - 14 -18 years of age
  - Above 18 years of age
2. How many hours do you play video games per week? \*
  - Less than 10 hours
  - Between 10 and 20 hours
  - More than 20 hours
3. Do you prefer PCs or consoles to play video games?
  - I try both of them.
  - I mostly play with PCs
  - I mostly play with consoles
4. How often do you play video games with others as rivals or companions?
  - I mostly play with others
  - I mostly play alone
  - I try both randomly.

5. When you want to play with others, do you prefer online gaming or friends sitting next to you?

- I try both randomly
- I mostly play with my friends sitting next to me.
- I mostly prefer online gaming.

6. Please, write down why you prefer to play video games at home with your friends sitting next to you.

Your answer

7. Please, write down your reasons why you prefer to play just online video games.

Your answer

8. Please, write down the problems you experience as a home-user of video game platforms.

Your answer

9. Please, write down top three problems you experience when you play in a video-gaming place outside homes

Your answer

10. When you want to play video games with your friends sitting next to you, do you prefer home environment or any kind of video-gaming place outside home?

- I mostly prefer home environment.
- I mostly prefer outside home.
- I try both randomly

11. If you prefer to play video games outside home with your friends, do you prefer PCs or consoles more?

- PCs
- Consoles
- Both are OK

12. If you prefer to play video games outside homes, do you like reaching new player friends as companions or competitors?

- Yes
- No
- Sometimes

13. Do you prefer to use booking, daily or hourly packages of pricing (A period of time package that customers buy and let them to use it several times until it finishes.) in your video-gaming experiences outside homes?

- ☐ Yes
- ☐ No
- ☐ Maybe

14. Do you always pay attention to better visual and sound effects in video-gaming?

- ☐ Yes
- ☐ No
- ☐ Sometimes

15. If your expectations are fully satisfied by a state-of-art video-gaming place offering all type of console machines with all video games regularly updated, may you pay Rs 500 per hour?

- ☐ Yes
- ☐ No
- ☐ Maybe

## Example of different game centers

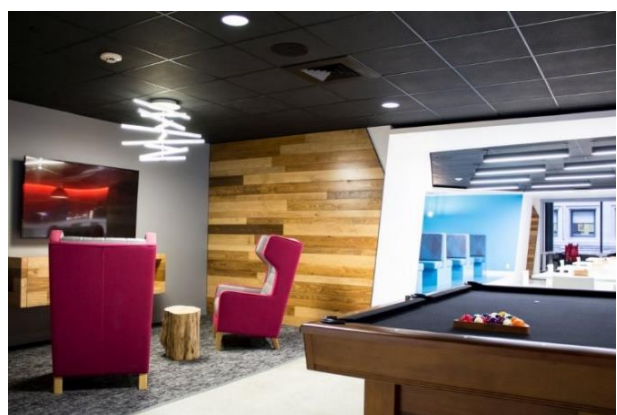
- Console section



- PC Section



- Pool Section





## SWOT analysis

### Strength

The launch cost of a new gaming bar may be considered reasonably modest, with these businesses starting for around Rs 150,000 and rising to over Rs 6,000,000.

The gross margins are also very high.

### Weakness

- Because alcoholic beverages are served on-site, there is always the possibility of underage drinking.
- Any damage to the equipment might be expensive to fix.
- Games wear out computer systems because they intensively consume memory and CPU therefore people need to do regular changes in computer components.
- Regular game crashes caused by unstable systems.

### Opportunity

- To encourage additional players to join, competitions and events may even be organized.
- Once the primary site has proven profitable, a second or a third location may be open to expand the business.
- Increase in Esports in youth
- Various Events with Handsome Prize money motivates Professional gamers to move on.



## **Threat**

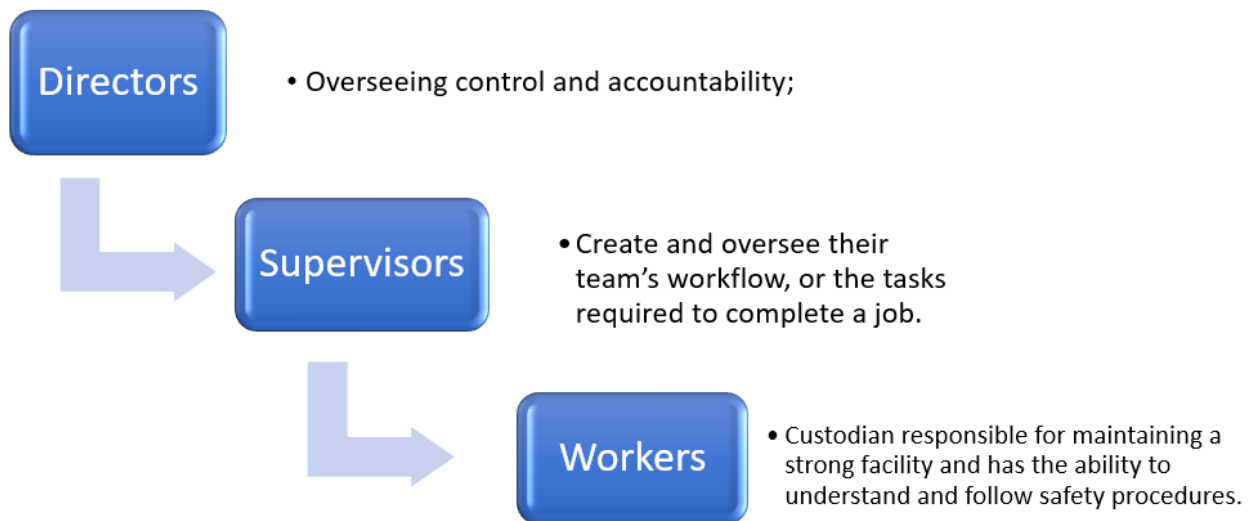
- The company must constantly improve its equipment and offer new games to its customers.
- The gaming population in Mauritius is relatively small.

## **Rules & Regulations**

- You must have a valid ID card that shows your age to order and consume any alcoholic beverages.
- The bar will be open every day from 10 a.m. until 11 p.m.
- Every child or a group of children must be accompanied by an adult.
- An online reservation on our website is required to get entry to the bar after 6 p.m. and on weekends.
- Misconduct of any kind can be reported to the authorities.

## Organisation Structure

The company will be filed by four of the founders at the start until more personnel with different expertise are recruited. Anonymous Gaming will have employees to take care of the day-to-day business and in supporting the customers. The customers are the direct sources of income for the company. The expenditure is in the form of salary, maintenance cost and other overheads. The profit will be spent on the expansion of the company, employee welfare etc.



## Measures to be taken



## Basic Financial Projections

### Income statement for the year ended 2023, 2024 and 2025

	Assumptions	2023		2024		2025	
		Rs	Rs	Rs	Rs	Rs	Rs
Revenue	Customers	5,500		8,000		13,500	
	Employee Salary	<u>x 500</u>		<u>x 500</u>		<u>x 500</u>	
	<b>Gross Profit</b>		<b>2,750,000</b>		<b>4,000,000</b>		<b>6,750,000</b>
EXPENDITURES	Rent	480,000		480,000		480,000	
	Legal fee	20,000		20,000		20,000	
	Parking space	55,200		55,200		55,200	
	Water and electricity bill	69,600		125,000		150,000	
	Communication (Telephone, Internet)	72,400		120,00		174,000	
	Salary (5 employees)	640,000		840,000		1,400,000	
	Repairs and Maintenance	325,000		380,000		410,000	
	Interest on Loan	90,000		90,000		90,000	
	Insurance	<u>40,000</u>		<u>40,000</u>		<u>40,000</u>	
	<b>Total Expenditure</b>		<b>(1,792,200)</b>		<b>(2,030,200)</b>		<b>(2,819,200)</b>
	<b>Total operating income</b>		<b>957800</b>		<b>1,969,800</b>		<b>3,930,800</b>
OTHER INCOME	Club Membership • Number of members (x 2,500)	650 <u>x 2,500</u>		950 <u>x 2,500</u>		1,200 <u>x 2,500</u>	
	<b>Total other Income</b>		<b><u>1,625,000</u></b>		<b><u>2,375,000</u></b>		<b><u>3,000,000</u></b>
	<b>Profit for the year before tax</b>		<b><u>2,582,800</u></b>		<b><u>4,344,800</u></b>		<b><u>6,930,800</u></b>

## Statement of financial position for the year ended 2023, 2024 and 2025

	Details	2023		2024		2025	
		Rs	Rs	Rs	Rs	Rs	Rs
Assets	<b><u>Non-Current assets</u></b>						
	High performance pc	416,000		796,000		886,000	
	Samsung TV	572,000		1,002,000		1,115,000	
	PlayStation 5	512,000		822,000			
	Xbox one X	144,000		200,000		997,000	
	VR Set	80,000		145,000		270,000	
	Furniture	<u>155,000</u>	1,367,000	<u>210,000</u>	3,045,000	180,000	3,719,000
	Total depreciation		<u>(190,000)</u>		<u>(455,000)</u>	<u>271,000</u>	<u>(455,000)</u>
	<b>Total Non-Current assets</b>		<b>2,750,000</b>		<b>2,590,000</b>		<b>3,264,000</b>
	<b><u>Current Assets</u></b>						
Liabilities and Equity	Cash at bank	1,500,000		3,800,000		3,235,000	
	Cash in hand	<u>200,000</u>		<u>350,000</u>		<u>00</u>	
	<b>Total Current</b>		<b><u>1700,000</u></b>		<b><u>3,150,000</u></b>	<b><u>350,000</u></b>	<b><u>3,585,000</u></b>
	<b>Total assets</b>		<b><u>4,450,000</u></b>		<b><u>5,740,000</u></b>		<b><u>6,849,000</u></b>
Liabilities and Equity	<b><u>Non-Current Liability</u></b>						
	Long term loan		3,000,000		2,580,000		2,160,000
	<b><u>Current Liability</u></b>						
	Bank overdraft	100,000		235,000		175,000	
	Account payable	88,800		356,500		188,000	
	Accrued wages	<u>55,000</u>		<u>223,700</u>		<u>145,200</u>	
	<b>Total Liabilities</b>		<b>243,800</b>		<b>815,200</b>		<b>508,200</b>
	<b><u>Equity</u></b>						
	Capital	250,000		375,000		250,000	
	Profit for the year	<u>957,800</u>		<u>1,969,800</u>		<u>3,930,800</u>	
	<b>Total equity</b>		<b><u>1,207,800</u></b>		<b><u>2,344,800</u></b>		<b><u>4,180,800</u></b>
	<b>Total liabilities and equity</b>		<b>4,450,000</b>		<b>5,740,000</b>		<b>6,849,000</b>