# Shareholder Analysis FYP

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# Introduction

My final year project (FYP) is called “Gills & Glory” it’s a game that I am creating inside visual studios using the SFML library. This game is an RTS genre and is very similar to video games such as “Command & Conquer”, “Age of empires”, “StarCraft” and such.

Inside this game there is a level editor where you can create you level and save it and load it in the main menu, it has simple gameplay more towards the “Command & Conquer” style of it, so you start off having a base, from the base building you can build more building in a certain area, depends on the building some can allow the player to create units, the units can be infantry, vehicles or aircraft. You can also build a refinery which comes with a unit that tries to find and extract more minerals, the mineral is the game’s currency which allows the player to build more buildings or units.

The goal is very simple to destroy the enemy and that’s it.

# The 10C’s

1. Commissioners: those who pay the organization to do things.
2. Customers: those who acquire and use the organization’s products.
3. Collaborators: those with whom the organization works to develop and deliver products.
4. Contributors: those from whom the organization acquires content for products.
5. Channels: those who provide the organization with a route to a market or customer.
6. Commentators: those whose opinions of the organization are heard by customers and others.
7. Consumers: those who are served by our customers: i.e. patients, families, users.
8. Champions: those who believe in and will actively promote the project.
9. Competitors: those working in the same area who offer similar or alternative services.
10. Collateral: bystanders and others who are not involved in any way but who are harmed by the activity.

# Expected Benefits

**Commissioners:** By investing in the development of "Gills & Glory," commissioners stand to benefit from the potential success and profitability of the game, as a person who loves playing RTS type of games I already know that there is a huge fan base that will love a sequel to “Command & Conquer” and this game “Gills & Glory” is very similar that type of gameplay.

**Customers:** Players will benefit from an engaging gameplay experience, drawing from classic RTS mechanics with a level editor feature that enhances creativity and replayability, it brings back fans that enjoy this type of a RTS gameplay and can shine more light on newcomers and possibly increase the amount of people that can enjoy this view of RTS.

**Collaborators:** Developers, artists, and sound designers working on the game could benefit from the professional experience, exposure, and portfolio enhancement, as well as potentially sharing in the game's success. It can bring people together as well, either social interactions or something that they enjoy that’s common to each other.

**Contributors:** Individuals providing content, technology (like SFML), or resources for the game may see their products or services gain increased visibility and usage. It allows everyone who plays the game to see who made the game and what role they might have in it.

**Channels:** Distribution platforms and marketing partners could benefit from the sales and popularity of the game, expanding their offerings and attracting more customers, and perhaps shining some light on other companies who may consider doing a game that’s RTS.

**Commentators:** Game reviewers, streamers, and content creators could benefit from engaging content for their audiences, potentially increasing their viewership and influence. Some other games mainly became popular only because some content creator either on twitch, YouTube or other platform played that game and bring many players to it which in return can make the game “Gills & Glory” more popular and expand on it by doing DLC (downloadable content), sequel’s or even a new project for the company or for the person who made it.

**Consumers:** Players of the game benefit from the entertainment value, community engagement, and the challenges the game presents.

**Champions:** Advocates of "Gills & Glory" could see the realization of a game that aligns with their interests in RTS games, and their promotional efforts could enhance their standing within gaming communities.

**Competitors:** While competitors might be challenged by the new entry into the market, they could also benefit from the increased interest in the RTS genre, potentially leading to a larger overall market, having competitors can also improve your own game by seeing what people enjoy from the other games out there.

**Collateral:** There might be indirect benefits for the broader gaming industry, such as pushing innovation in game design and development practices, especially in the use of tools like the SFML library, it can also bring other stuff that might be related to the real world like politics, world events and such.

# What can be harmed?

**Commissioners:** The primary risk involves the financial investment in the game not yielding the expected return, especially in a competitive market. For example, “hyenas” made from “Creative Assembly” (CA) trying to achieve what other game have done like “Overwatch” becoming very popular globally successful game. The question is will it succeed to begin with, pouring a lot of money and then getting nothing back. “hyenas” ended up getting cancelled and losing all the money that was already poured in.

**Customers:** Players might experience dissatisfaction if the game does not meet their expectations or if it contains bugs and performance issues. Stuff like “battle pass”, “microtransactions” doesn’t always keep the game alive and continuing working on.

**Collaborators:** Team members might face stress and burnout from tight deadlines, and if the project fails, it could impact their career prospects negatively. So, it can impact everybody in the industry or the person making it.

**Contributors:** Suppliers and partners risk their resources and time if the game fails or if their contributions are not effectively utilized or even acknowledged.

**Channels:** Distribution channels might allocate resources to a game that does not perform well, potentially missing out on other opportunities.

**Commentators:** If the game is poorly received, commentators might face backlash from their audience for promoting it, which could harm their credibility, money and time wasted on playing a game that’s going to die out soon.

**Consumers:** Dissatisfaction with playing it, wasted money and time.

**Champions:** Those who actively promote the game could feel disillusioned or face criticism if the game fails to live up to the hype.

**Competitors:** Competitors can be discouraged of creating an RTS game or at least effecting their price for that game instead of €60 it can be €40, €30 or even less.

**Collateral:** Mostly wasted money and time, the player could’ve spent his/her time doing something else, interacting with their family, friends or even spending on something they might need clothes, food and such.

# Conclusion

The development of "Gills & Glory," a game inspired by classic RTS titles and designed using the SFML library in Visual Studios, presents an opportunity to influence the gaming industry, its communities, and stakeholders across the 10C’s spectrum. This project is not just a testament to a passion for the RTS genre but also a nod to the potential for innovation, community building, and market growth within the gaming ecosystem.

The anticipated benefits of "Gills & Glory" span across all stakeholders, promising to deliver not only financial returns and professional growth opportunities but also to foster a vibrant community of players, creators, and advocates. From commissioners and customers to collaborators and champions, the project aims to create a ripple effect of positive outcomes, showcasing the game's unique features such as the level editor, engaging gameplay, and homage to beloved RTS mechanics.

However, alongside the potential benefits, the project faces inherent risks typical of the competitive and dynamic gaming industry. The concerns range from financial viability to the reception of the game by players and critics/reviews. These challenges underscore the importance of strategic planning, quality assurance, and community engagement to mitigate potential harm’s and ensure the project's success.

In conclusion, "Gills & Glory" stands as a promising venture into the RTS genre, with the potential to captivate fans, inspire new players, and contribute to the evolution of game development practices. By addressing the challenges head-on and leveraging the collective strengths and insights of all stakeholders, the project can achieve a legacy of innovation, enjoyment, and community within the gaming landscape.