



FINAL PROJECT PRESENTATION FOR GAMECO's 2017 MARKET PLAN BUDGETING

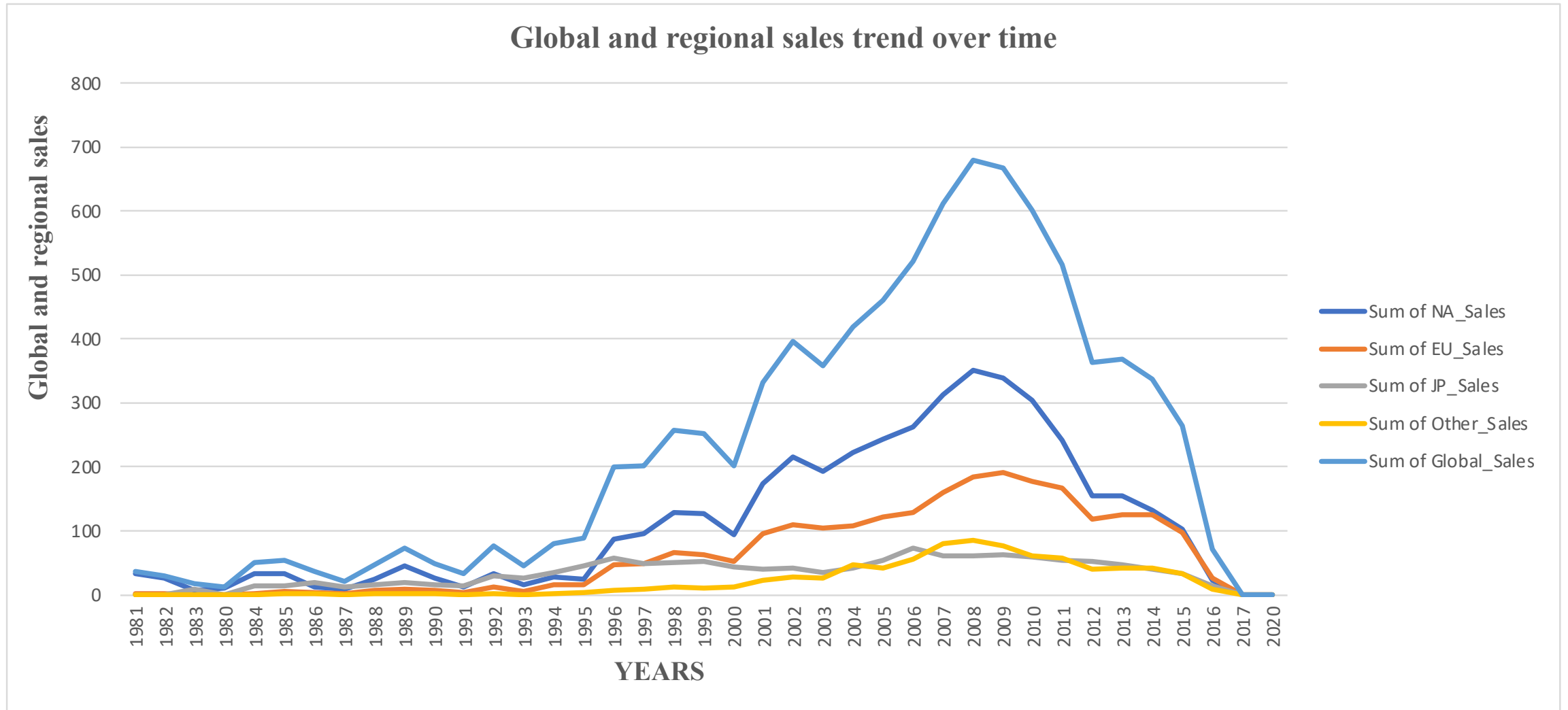
BY YUKBUIN NEMTAT

Based on GameCo's
Presumption on video games
across geographical region;

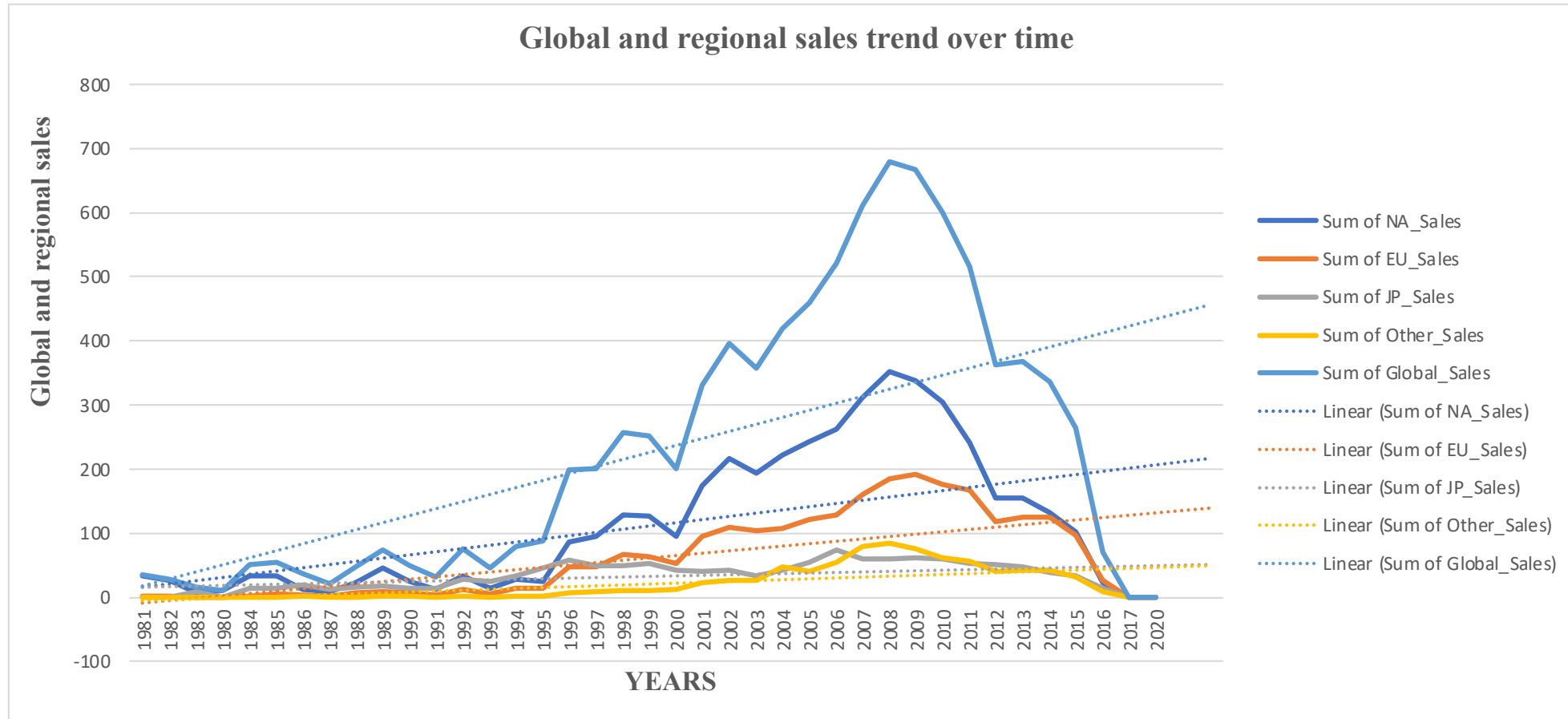
- Video game sales
for the various
geographical regions
stayed the same over
time.



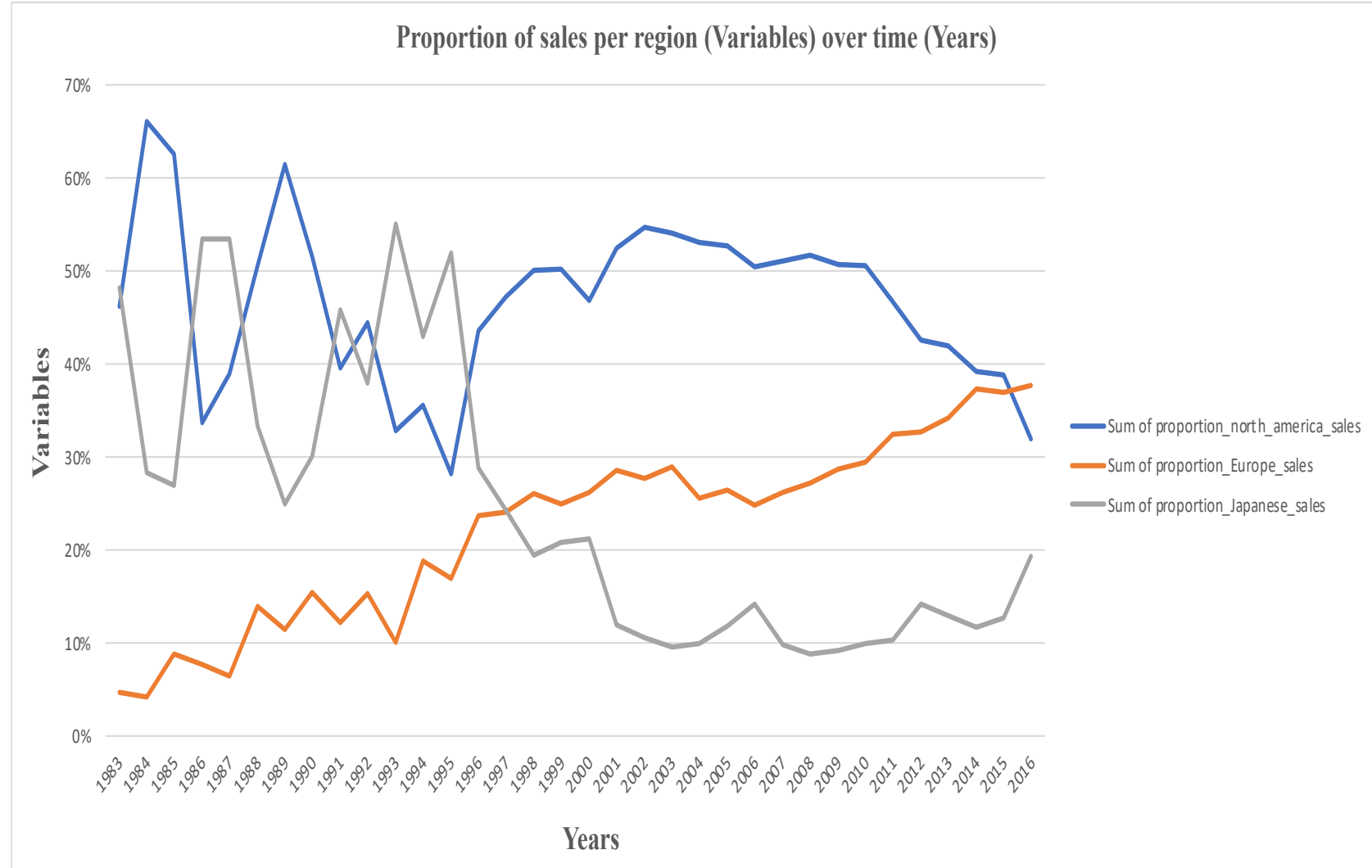
- A decline in Global and region sales over time.
- Trend based on regional sales for the previous years $NA > EU > JP > \text{Other sales}$.



- Linear forecast of the Global and regional sales over time.
- Contradicts the trend flow in that sales would increase over time.



- NA_sales shows spike around 1984 and start falling around 2009 without recovery.
- EU_sales shows a steady rise in sales over time and definitely compensate Global_sale lost.
- JP_sales once dominated the chart in the 80's but later dropped abruptly over time with a short rise through 2015 – 2016.



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A revised understanding on the regional sales of games as per the previous chart analysis;

- The sales of video games for various geographical regions never stayed the same over time.



CONCLUSION

- Global_sales decreases over time due to a decrease in NA_sales shown to be the top sales flow from previous analysis.
- EU market rises and overtakes NA market at some point in 2016 due to probably rapid rise in population in EU.



RECOMMENDATIONS



I would suggest GameCo's executive board to work and invest more in NA and JP markets in 2017 given that they show great lost in previous years to compensate the Global market with a gain in 2017.



Also, I would suggest that GameCo's executive should revise and ameliorate the type, game mechanics and strategy used in supplying games to NA and JP regions such that huge invest can be budgeted against 2017 that can lead to a boost in the Global market.