

Business Case

Proposed project	<u>Name or identifier:</u> <i>Ace gear-5 pro gaming controller</i>
Date produced	<u>Date business case was produced:</u> <i>Sep 30, 2023</i>
Background	<u>Information regarding history of the proposed project:</u> <i>Ace Gaming Solutions (AGS) has come up with a new design for their line of controllers, with major improvements to the previous 4th gen controller, this new generation offers flawless input speeds and a sleek ergonomic design.</i>
Business need/opportunity	<u>What is the business need or the opportunity that the proposed project will address:</u> <i>AGS is one of the leading brands when it comes to gaming controllers, however the latest model is a little outdated and is unable to keep up with other controllers in the market. With the launch of the new gear-5 pro gaming controller, Ace intends to regain their spot as the leading gaming controller seller in the market.</i>
Options	<u>Potential approaches to complete the project:</u> <i>The following are the high-level options:</i> A. Soft product launch <i>Product information would be updated on the company website and printed materials, but otherwise no additional promotional activities would take place.</i> B. Moderate product launch <i>. This would include option A along with promotional activities using the company's existing communication channels.</i> C. Full product launch <i>. This would include option B along with a promotional video and the creation of trade show materials</i>

Cost-benefit analysis

Option A-Soft product launch

Costs

- . Budget: \$1000
- . Possibility of delaying the product launch date: 1%

Benefits

- . Market share: estimated that AGS will increase its market share by 1% within 6 months of soft launch.

Option B -Moderate product launch

Costs

- Budget: \$10,000
- Possibility of delaying the product launch date: 3%

Benefits

- Market share: estimated that AGS will increase its current market share by 3% within one year of the product launch
- Brand recognition: moderate increase in the recognition of AGS as a producer of the high quality pro gaming controllers and other gaming products.

Option C-Full product launch

Costs

- . Budget: \$50,000
- . Possibility of delaying the product launch date: 5%

- Benefits:- . Market share: estimated that AGS will increase its current market share by 10% within one year of the product launch
- Brand recognition: significant increase in the recognition of AGS as a provider of high—quality gaming accessories and products.

Recommendation

Contains the recommended option from the previous section:

Option C- Full product launch is recommended.