

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 AGS is one of the leading brands when it comes to gaming controllers, however the latest model is a little outdated and is unable to keep up with other controllers in the market.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

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.