



Nintendo®

Group Members :

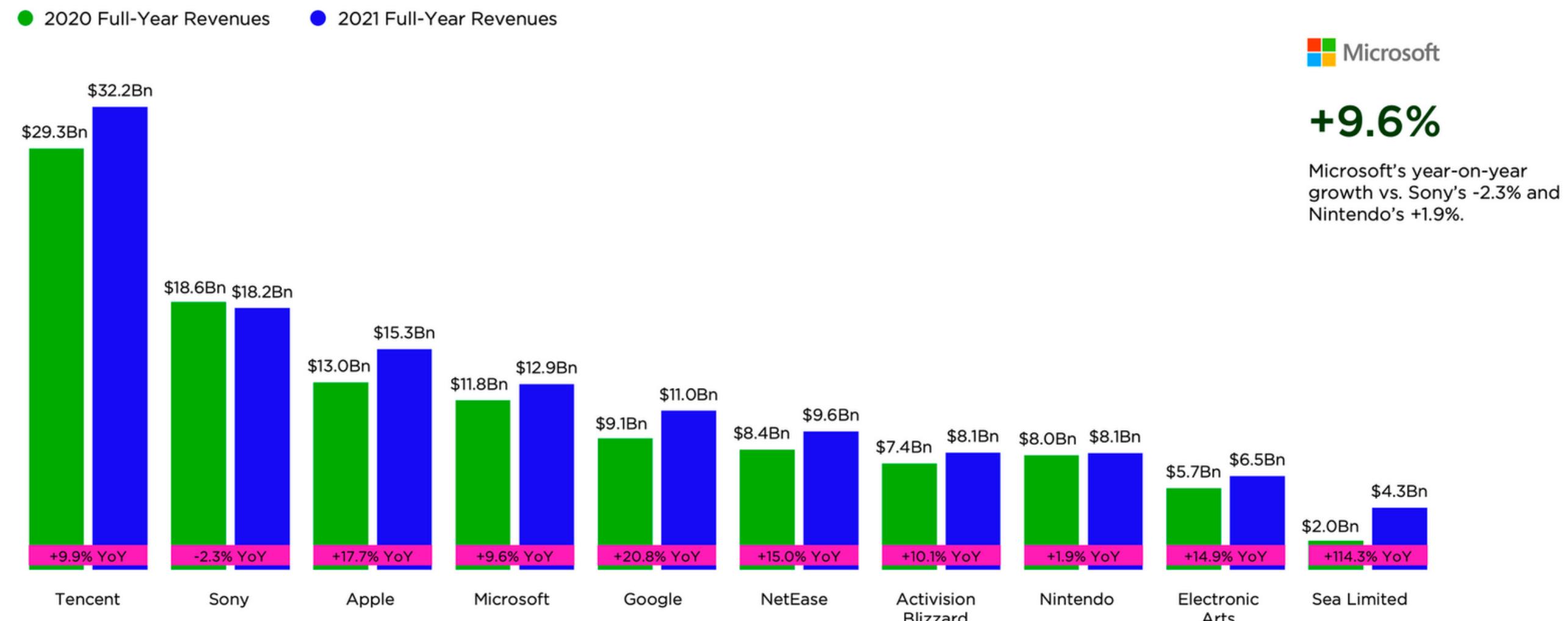
NINTENDO SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none">• Experienced Video Games Company (Long-time, multiple competition);• Various self-made games (strong collaboration with companies);• International Acceptance;• Players with wide range of ages;	<ul style="list-style-type: none">• Decision to abandon markets in developing area;• Supply Chain Problems During Pandemic;• Over-Reliance on One Product
Opportunity	Threat
<ul style="list-style-type: none">• Give efforts to mobile games but not only console game• Diversification;• Adopting VR & AR	<ul style="list-style-type: none">• Tough Competition• No property rights established• Piracies• Growing Health-Consciousness• Strong Substitutes• Democratic Shifts

NINTENDO SWOT Analysis

Top 10 Public Companies by Game Revenues

Comparing 2020 and 2021



Source: © Newzoo | Global Games Market Report April 2022 newzoo.com/globalgamesreport

Based on analysis of annual and quarterly financial reports published by a number of relevant publicly listed game companies. For companies that do not split out their game revenues, the analysis includes estimates, which may or may not be indicated explicitly. Revenues (GAAP) are restated to reflect Calendar Years, therefore do not necessarily match reported Fiscal Year results of individual companies. Revenues exclude hardware sales and other non-game sales to the extent publicly available. Microsoft, Sony, and Nintendo estimates represent all Xbox, PlayStation, and Nintendo non-hardware platform revenues

PESTEL Analysis



POLITIC	<p>Fiscal policies, foreign trade regulations, social protection policies etc. have an impact on the video game market :</p> <ul style="list-style-type: none">- controlled content- respect for copyright- geopolitical tensions (ex : Japan and China)
ECONOMIC	<ul style="list-style-type: none">- Global economic crisis for several years, accelerated by Covid- Take into account the Yen/Dollar exchange rate- Increase in market value before/after Covid (from \$148 billion to \$170 billion)
SOCIAL	<ul style="list-style-type: none">- Time spent in front of video games each week increased- Some political prohibitions correspond to socio-cultural particularities specific to certain countries

PESTEL Analysis

TECHNOLOGY	In the video game industry, technology gives an immense competitive advantage over competitors. Today, the video game industry is particularly interested in virtual reality
ENVIRONMENT	According to studies, the use of consoles in the USA is responsible for a total consumption of 10 to 11 billion kilowatt hours per year, or as much as the city of Houston
LEGAL	A company must adapt to the legislation in place in the countries where it operates. <ul style="list-style-type: none">- Nintendo has had several convictions for patent infringement- Some countries allow companies to obtain benefits by coming to their territory



PORTR Analysis

Threat of New Entrants

1/5

Rivalry Among
Existing Competitors

5/5

Threat of Substitutes

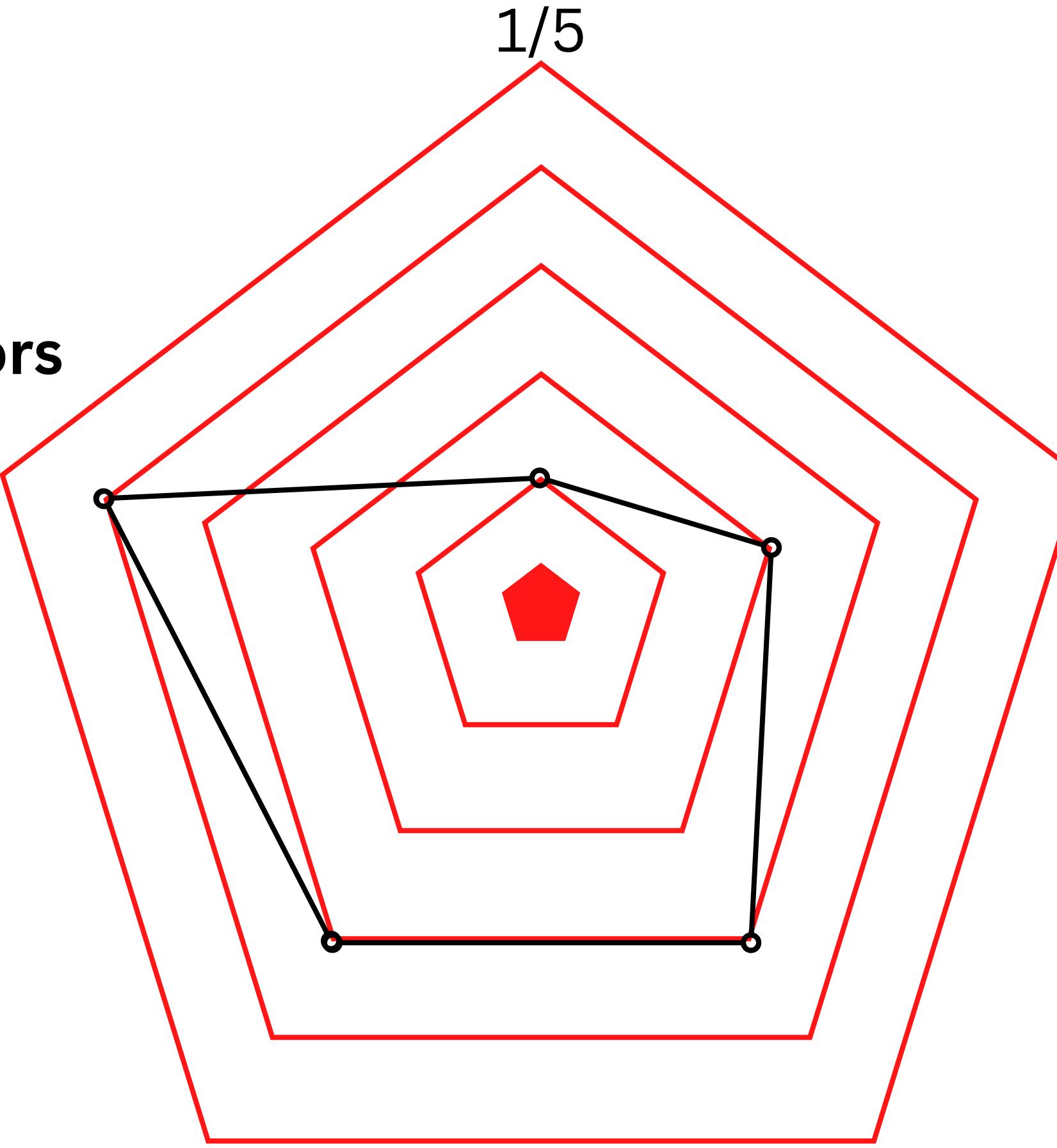
2/5

3/5

Bargaining Power of Buyers

3/5

Bargaining Power over Suppliers



4P's Analysis



PRODUCT



4P's Analysis



Place & Distribution

Nintendo
eShop A white shopping bag icon with an orange outline.

PANAFOTO

The PANAFOTO logo features a stylized eye icon inside a red circle, followed by the word "PANAFOTO" in large red capital letters.

4P's Analysis



€119,99



€269,99



€319,99



€64,99



€34,99



€59,99



€59,99

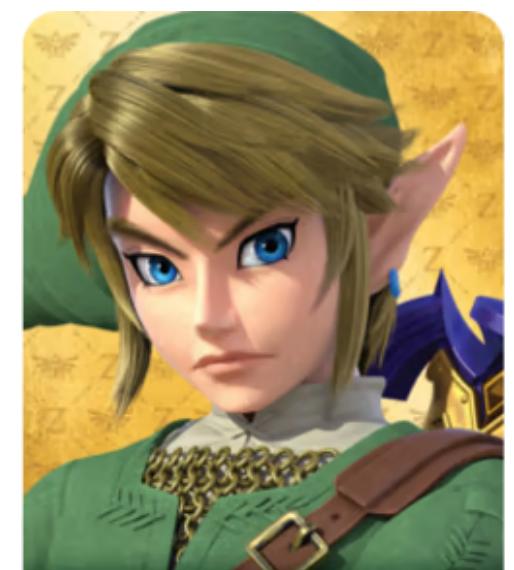
Pricing



Nintendo eShop
For use on Nintendo systems*
Pour toutes les consoles Nintendo*
10 dollars



Nintendo eShop
For use on Nintendo systems*
Pour toutes les consoles Nintendo*
25 dollars



Nintendo eShop
For use on Nintendo systems*
Pour toutes les consoles Nintendo*
50 dollars

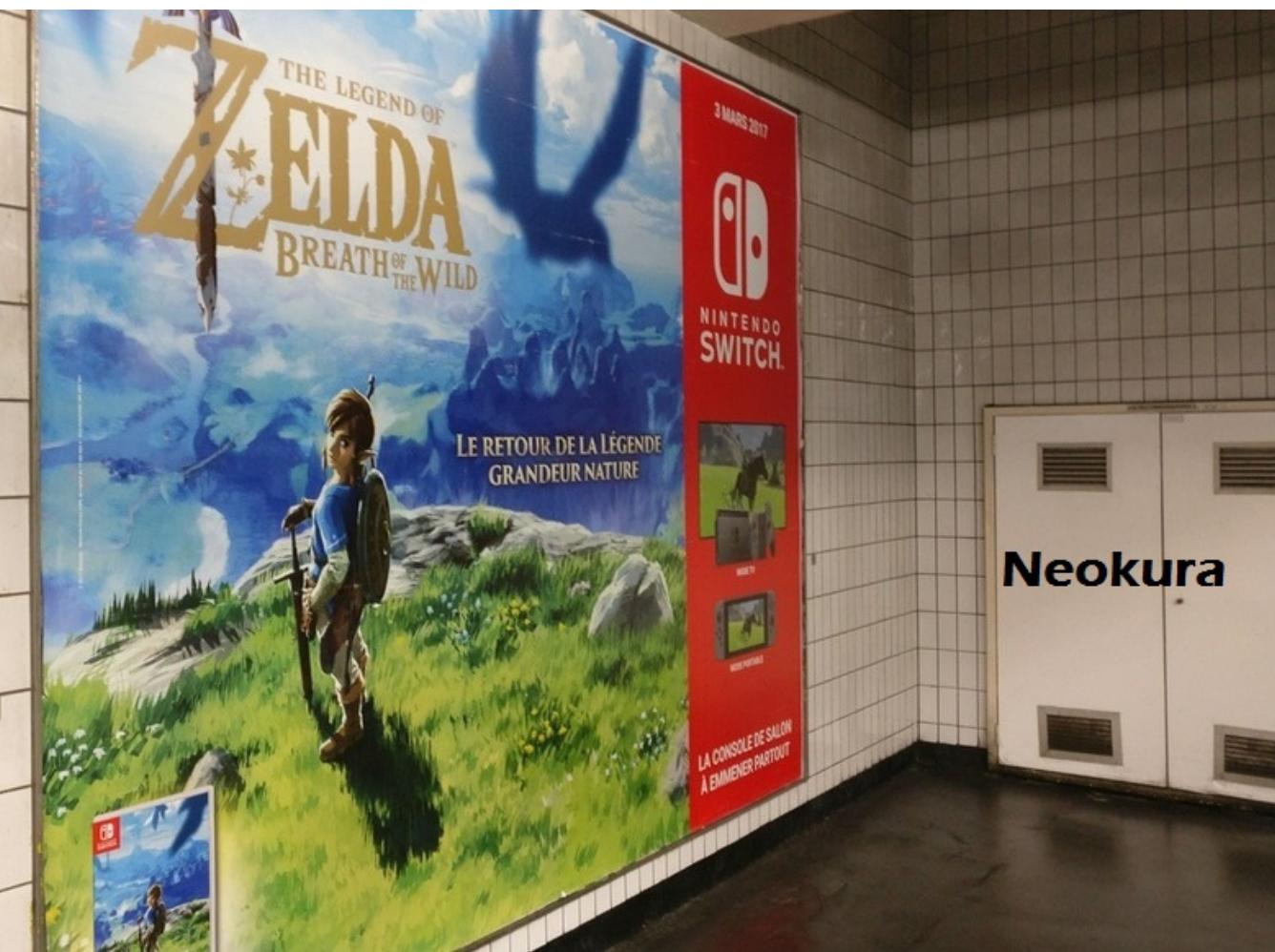


Nintendo eShop
For use on Nintendo systems*
Pour toutes les consoles Nintendo*
99 dollars

4P's Analysis



Promotion



NINTENDO SWOT Loyalty Analysis

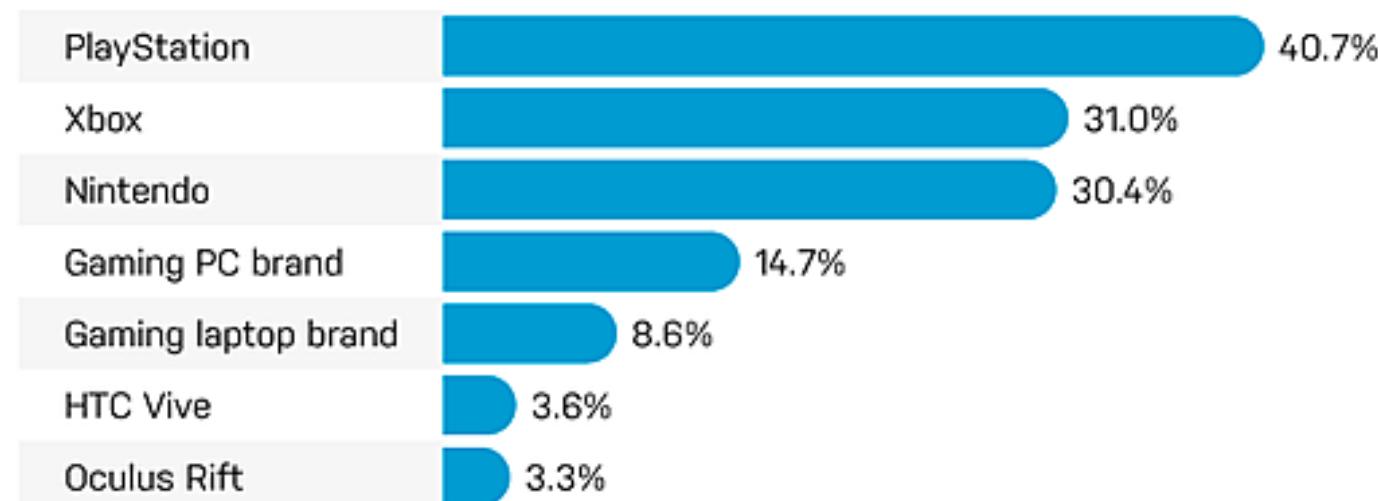
Strength	Weakness
<ul style="list-style-type: none">• Continuously produce new games;• Strong performances	<ul style="list-style-type: none">• No mobile phone extension;• Supply chains problems;• Less popularity among serious gamers;• Luck of services in developing countries
Opportunity	Threat
<ul style="list-style-type: none">• Making games supported by mobile;• Support of cloud games;• Collaborations;• Keep the trend, to use VR & AR	<ul style="list-style-type: none">• Multiple and strong competitors;• Piracies;• Devote too much on teenagers

NINTENDO SWOT on Customer Loyalty

Ready Player One?



Gaming Brands With the Most Customer Loyalty*

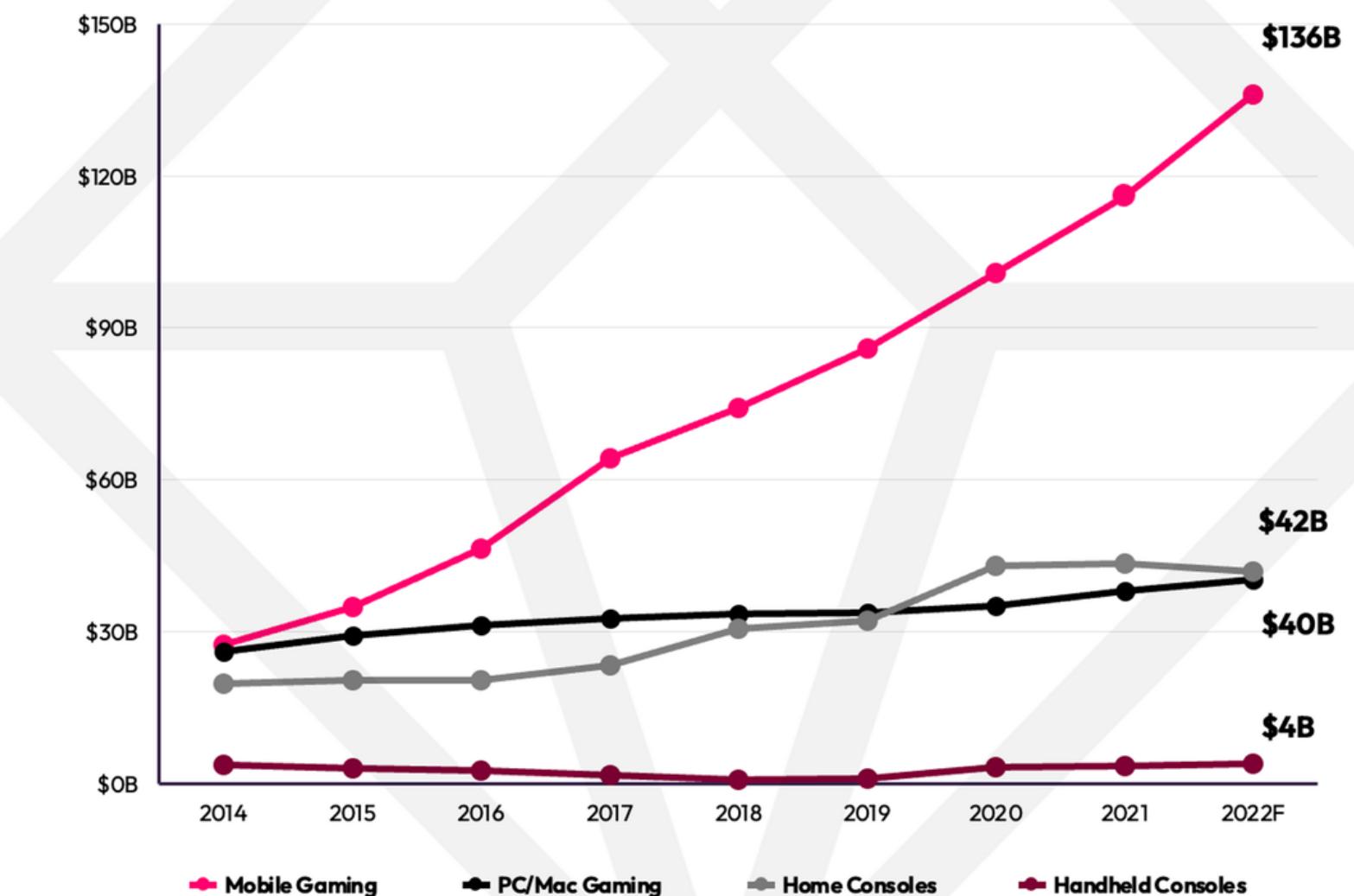


1 in 3 people with a gaming system planned to buy the new PlayStation, compared to 1 in 4 who planned to buy the new Xbox. However, 8% wanted to buy both when they come out.

*Upgrade plans can be through a cellphone provider or retailer.

Source: Survey of 1,008 people

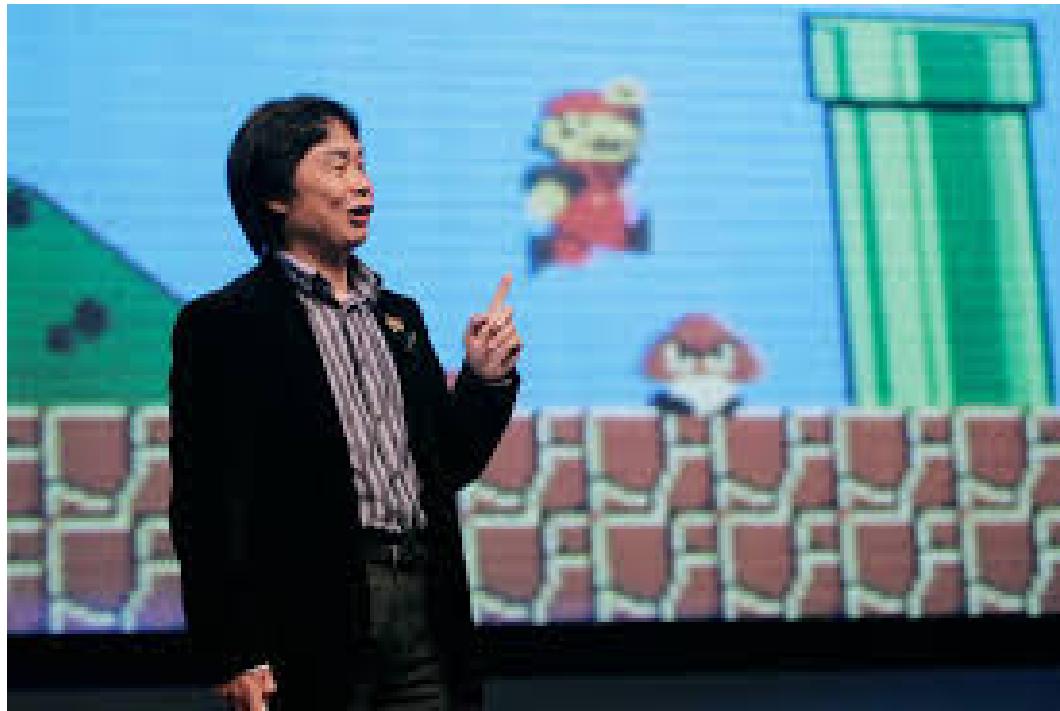
Worldwide Consumer Spending on Games
by Major Device Group



Source: data.ai & IDC. All totals include applicable digital and physical game spending but exclude ad revenue. Mobile gaming includes all app stores (iOS App Store, Google Play, Windows Phone Store, Amazon, Samsung Galaxy and third-party Android stores). Home game console total includes discs, digital games and gaming-related subscription services (i.e., Xbox Live, Game Pass, PlayStation Plus, PlayStation Now, Nintendo Switch Online); handheld consoles are typified by Nintendo 3DS and Switch Lite.

Digital loyalty tools

A Man To Trust And Follow



Game Exclusivity, Exclusive Content



4 keys

Loyalty Programs



Family Values



Customer experience



Wii

"gaming experience on a motion-sensitive remote"

Gaming Experience
placed ahead of
product specifications
and performance



Switch

"a truly omni-channel experience"

Company



Name of the fidelity program

My Nintendo

PlayStation Stars

Microsoft Rewards

Objectives

Get people to play more and buy more games and console

Company



Name of the fidelity
program

My Nintendo

PlayStation Stars

Microsoft Rewards

Selectivity

Need to have a console and be active

Company		 PlayStation®	
Name of the fidelity program	My Nintendo	PlayStation Stars	Microsoft Rewards
Segmentation	<p>There are 3 levels of points that give access to different rewards. All members of the program can have, depending on whether they are active or not, the highest rewards.</p>	<ul style="list-style-type: none"> • Occasional players • Passionate players • Competitive players • Family gamers 	<ul style="list-style-type: none"> • Professional gamers • Hardcore gamers • Normal gamers • Family gamers

Company			
Name of the fidelity program	My Nintendo	PlayStation Stars	Microsoft Rewards
Mechanics and Reward Criteria	Purchasing game or using software	4 levels of criteria, depending to the number of games purchased and the number of trophies obtained	Purchasing games and playing(win a streak, also exclusive quests or quizzes and polls). Also by sharing thoughts on sent surveys.

Company		 PlayStation®	
Name of the fidelity program	My Nintendo	PlayStation Stars	Microsoft Rewards
Advantages	Digital games and discount on games and items	<ul style="list-style-type: none"> 1) Earn limited-edition digital collectibles 2) Earn points that can be redeemed for digital collectibles, games or digital wallet funds 	Redeem points on real rewards, including: Xbox games and subscriptions, gift cards, sweepstake entries, nonprofit donations, and more.

Company		 PlayStation®	
Name of the fidelity program	My Nintendo	PlayStation Stars	Microsoft Rewards
Support	<p>Check the points on the Nintendo console-</p> <p>Check the points on the Nintendo online app online-app on mobile phone</p>	<p>Subscribe with a computer/phone -</p> <p>Check the points on the Playstation console</p>	<p>Check and use points on platform of XBox console</p>

Company		 PlayStation.	 XBOX
Name of the fidelity program	My Nintendo	PlayStation Stars	Microsoft Rewards
Generosity	<p>Yes, Nintendo has a different approach to loyalty than its competitors. "Family Fun. Beyond the pleasure of playing, many Nintendo users join the program because they have fallen in love with one of the franchises and Nintendo returns the favor with a program centered on the game and the Nintendo universe, so the users are quite satisfied</p>	<p>No actual rewards, but points to retrieve what seems like virtual cards.</p>	<p>Yes, Rewards can be redeemed into three things: A month of Game Pass which allows you to play hundreds of games online. Second, a Month of Xbox Live Gold which gives you access to even more games and features. And third into a Gift Card that can be redeemed in any Xbox digital or physical good.</p>



Merci pour votre attention!

Group Member: