Plan d’affaire

1) Purpose: “Smash APP” is a startup application. The purpose of this business plan is to make an analysis of the product itself and of the market to determine to best course of actions to make our product successful. Firstly, we will make an analysis of the fighting video game industry. Secondly, we will make a market analysis which will focus on our targeted clients, our market and our potential competitors. Thirdly, we will take a closer look at the environment of our application. This closer look will include an analysis of the PESTEL factors, the competition, the strength, weaknesses, opportunities and threats possible and finally the value of product. To conclude we will make our recommendations concerning the best course of action we think we should take.

2) Product :

Our product is a mobile application. Its purpose is to facilitate le management aux video games tournaments, specifically by making the communications easier between tournament organizers (TO) and players. The application also gives access to players information about other participants and about the tournament itself.

3) Industry: The fighting game community is growing. Especially Mortal Kombat and super smash bros ultimate. Super smash bros ultimate sold 14.73 copies worldwide as of June 2019 since its release in December 2019.[[1]](#footnote-1) In June 2019 also, Mortal Kombat 11 did extremely well too. It became the highest selling game of all year. The growth in the fighting game community is bigger and bigger each year. Fighting games have the advantage of not being limited to large investment to make the esport scene grow with games such as league of legends and overwatch. EVO is the biggest fighting videogame championship. In 2019 it recorded 9231 attendees with over 3500 participants for super smash bros ultimate, 1899 TEKKEN 7, 1951 for street fighter V and 1576 for mortal kombat 11.[[2]](#footnote-2) The number of participants for smash ultimate was the highest recorded number for a smash game. EVO may be the biggest tournament but many major competitions occur throughout the year and many small event occur each weekend across the world.

4) Market analysis :

Market and targeted client :

Direct and indirect competitor and substitution

There’s no direct competitor. The closest competitor would be an indirect one. Smash pros is an app dedidicated to record stats on fighting game tournaments matches. Its purpose is more analytical, where ours is more oriented toward the management of tournament matches.

5) PESTEL environnement :

Political :

We have to consider the political influence of the government on the mass’s opinion of video games. According to Trump’s party, violent video games and mass shootings are related. This could be a factor influencing the expansion of the industry in general.

Economical:

There is more revenue to spend on video games and leisure time which helps the fighting game community expand. In 2017, the video game industry grossed 36 billion dollars. Also, there was 2457 video game companies in the united states only with a total number of 220 000 jobs. [[3]](#footnote-3)

Social:

Video games are becoming more popular and more accessible. The like the twitch.tv and broadcasting make the esport scene grow. Gaming is bigger than it ever was. As an entertainment industry, it even passed the movie industry in terms of profit. [[4]](#footnote-4)

Technological :

The number of intelligent phones is increasing with almost everybody using one. The ownership of smartphones is over 75% in developed countries. Smart phones with applications are increasing making it more accessible. [[5]](#footnote-5)

Environnement :

Legal : We need to be careful about the privacy act to ensure to the information we collect about our users is secured.

Porter forces

SWOT

|  |  |
| --- | --- |
| strength | weaknesses |
| Centralized governance due to our small team  Knowledge of gaming industry  Access to targeted clients | Lack of funds  Small team |
| opportunities | threats |
| Growth of fighting game industry  Investment in esport and FGC | Smash pros  Smash.gg releasing similar app |

6) positionning

Criteria and alternatives

7)recommendations

Bibliographie :

<https://esportsobserver.com/fighting-games-next-investment-frontier/>

<https://www.vg247.com/2019/07/30/switch-sales-36-87-million-lifetime/>

1. <https://www.vg247.com/2019/07/30/switch-sales-36-87-million-lifetime/> [↑](#footnote-ref-1)
2. <https://smash.gg/tournament/evo-2019/events> [↑](#footnote-ref-2)
3. <https://www.theesa.com/esa-research/2017-economic-impact-report> [↑](#footnote-ref-3)
4. <https://www.gamecrate.com/statistically-video-games-are-now-most-popular-and-profitable-form-entertainment/20087> [↑](#footnote-ref-4)
5. <https://www.pewresearch.org/global/2019/02/05/smartphone-ownership-is-growing-rapidly-around-the-world-but-not-always-equally/> [↑](#footnote-ref-5)