# Niche Market

By definition niche marketing concentrating all [marketing](http://www.businessdictionary.com/definition/marketer.html) efforts on a small but specific and well defined [segment](http://www.businessdictionary.com/definition/segment.html) of the [population](http://www.businessdictionary.com/definition/population.html). To goal of niche marketing is aimed at being a big fish in a small pond instead of being a small fish in a big pond.

## Example

Almost people like to buy car, but some people are just only looking for RED SUV cars, so we will just going to find these group of person and have market with them.

For game example : A lot of people likes to play game , but some type of people just likes to play GTA5 and with mod xxx so we will find these people out and then make a market with them.

# Product 1

## Description

The game is about the customer can interactive with the person in the theatre by using their phone to send a message to the actors and change how the story acts. But there are some useful reference that can give us how its work by typing “Interactive Theater” on YouTube. . The following lists will show the Pros and Cons, a brief cost of money we need to spend and the potential risk that will maybe have during developing the project.

|  |  |
| --- | --- |
| Pros | Cons |
| No market in this range, which can lead to if success if you maybe can be the first one on the market and have maximum profit | No mobile app expensive |
| Communication issue doesn’t need to be involve | Not a lot user will be downloading this apps |
| The game is simple | You may not only buy an android and also a iPhone |
| The game sound interesting | Slow upload speed in Australia |
| Won’t be a lot of bug , since less people are playing |  |
| Customer will have fun |  |
| From what I was researching there are nearly no source or examples that we can see |  |

|  |  |  |
| --- | --- | --- |
| Cost |  |  |
| Variable |  |  |
| Developer salaries |  |  |
| Music and orchestra | $200 | Include all the music and sound effects in the game |
| Manufacturing cost | $5000 | Giving new upgrades for customers |
|  |  |  |
| Fixed |  |  |
| Licensing | $1630 | The licensing for Unity5 and Photoshop |

|  |  |
| --- | --- |
| Potential risks | |
| Name | Disp |
| Scope is ill defined | The general risk of an error or omission in scope definition. |
| Cost forecasts are inaccurate | Inaccurate cost estimates and forecasts. |
| Learning curves lead to delays and cost overrun | When your project team need to acquire new skills for the project there's a risk that productivity will be low. |
| Resources are inexperienced | Resources who are just out of school or who are new to your industry or profession tend to make more mistakes and be less productive. |
| Estimates are inaccurate | [Inaccurate estimates](http://management.simplicable.com/management/new/why-your-estimates-are-always-wrong) is a common project risk. |
| Activities are missing from scope | Required activities are missing from scope definition. |
| Lack of a change management system | Identify any lack of critical tools as a risk. |
| Inaccurate change priorities | When non-essential changes are prioritized impacting critical schedules. |

## Engines and Development engine

For the game engine to develop this game I will recommend that we can use Unity5, The reason of choosing Unity5 is because Unity5 can build the game using less time and also Unity5 can also support PC, mobile, PS4, XBOXONE and even PSVita ,also by comparing to Unreal4 it has less bugs , it won’t just close the window and stop running . For the engines like UDK, Cry engine are too old which does not support any XBOX. So we decided to use Unity5.

## Summary

This game idea in the project is quite easy but since no you have no expensive of mobile game, more technical issue maybe miscalculated, you would need to use more to setup all the stuff that you need before actually starting developing the game and this will lead to unknown time. The cost of this game is the easily estimate out of the three. But because of we don’t know how long we need to setup all these things I decided to not do this game.

# Product 2

## Description

This game that simulate that you are a local truck distributor for an international company, and you need to build your own business the game will have full range of trucks that the company sells and should , as accurately as possible , reflect the stats of the real trucks. The business goal is to distribute to potential clients which will showcase the company’s large range of trucks, also they expect to distribute 10000 units of the game to customers and at shows. The following lists will show the Pros and Cons, a brief cost of money we need to spend and the potential risk that will maybe have during developing the project.

|  |  |
| --- | --- |
| Pros | Cons |
| There are a lot of similar reference out the internet | Not as interesting as the two projects |
| Have experience | Management risk will be involve |
| Compare the other two can earn the most | The game should be easy the play since have similar games outside |
| Less technical issue will be |  |
| Have details of the game |  |
| Less bugs since have experience |  |
|  |  |

|  |  |  |
| --- | --- | --- |
| Cost |  |  |
| Variables |  |  |
| Developer salaries |  |  |
| Music and orchestra | $200 | Include all the music and sound effects in the game |
| Manufacturing cost | $5000 | Giving upgrades of the game |
| Fixed |  |  |
| Licensing | $1630 | The licensing for Unity5 and Photoshop |

|  |  |
| --- | --- |
| Potential risks | |
| Name | Disp |
| Scope is ill defined | The general risk of an error or omission in scope definition. |
| Cost forecasts are inaccurate | Inaccurate cost estimates and forecasts. |
| Learning curves lead to delays and cost overrun | When your project team need to acquire new skills for the project there's a risk that productivity will be low. |
| Resources are inexperienced | Resources who are just out of school or who are new to your industry or profession tend to make more mistakes and be less productive. |
| Estimates are inaccurate | [Inaccurate estimates](http://management.simplicable.com/management/new/why-your-estimates-are-always-wrong) is a common project risk. |
| Activities are missing from scope | Required activities are missing from scope definition. |
| Lack of a change management system | Identify any lack of critical tools as a risk. |
| Inaccurate change priorities | When non-essential changes are prioritized impacting critical schedules. |

## Engines and Development engine

For the game engine to develop this game I will recommend that we can use Unity5, The reason of choosing Unity5 is because Unity5 can build the game using less time and also Unity5 can also support PC, mobile, PS4, XBOXONE and even PSVita ,also by comparing to Unreal4 it has less bugs , it won’t just close the window and stop running . For the engines like UDK, Cryengine are too old which does not support any XBOX. So we decided to use Unity5.

## Summary

In this project we have similar experience that can help us to do this project can they can pay the best compare the other two projects, The budget also seems acceptable after calculating all the cost we have and since the project can be done at home so no rent bills we need to be included to this project, also this project in technical point of view will have a little bit challenging., So I decide to too this game

# Product 3

## Description

This game is talking about how to teach people learn “Kata” , “Kata” is a Japanese word are the detailed choreographed patterns of movements practiced either solo or in pairs for more information you can go to Google or YouTube and type “Kata” . The following lists will show the Pros and Cons, a brief cost of money we need to spend and the potential risk that will maybe have during developing the project.

|  |  |
| --- | --- |
| Pros | Cons |
| Feel passionate | Need to buy the requirement eg: XBOX , kinect |
| Communication issue doesn’t need to be involve | No one supports you |
|  | No expressive of console development |
|  | Don’t know if there are competing products |
|  | The game will be complex compare too others |
|  | Unknown numbers the potential users |
|  |  |

|  |  |  |
| --- | --- | --- |
| Cost |  |  |
| variables |  |  |
| Developer salaries | $0 | Because no hired any staff |
| Music and orchestra | $200 | Include all the music and sound effects in the game |
| Manufacturing cost | $15000 | Giving upgrades of the game |
| marketing and promotions | $5000 | Marketing the game |
| Fixed |  |  |
| Licensing | $1630 | The licensing for Unity5 and Photoshop |

|  |  |
| --- | --- |
| Potential risks | |
| Name | Disp |
| Scope is ill defined | The general risk of an error or omission in scope definition. |
| Cost forecasts are inaccurate | Inaccurate cost estimates and forecasts. |
| Learning curves lead to delays and cost overrun | When your project team need to acquire new skills for the project there's a risk that productivity will be low. |
| Resources are inexperienced | Resources who are just out of school or who are new to your industry or profession tend to make more mistakes and be less productive. |
| Estimates are inaccurate | [Inaccurate estimates](http://management.simplicable.com/management/new/why-your-estimates-are-always-wrong) is a common project risk. |
| Activities are missing from scope | Required activities are missing from scope definition. |
| Lack of a change management system | Identify any lack of critical tools as a risk. |
| Perceptions that a project failed because of changes | Large numbers of high priority change requests may lead to the [perception that the project has failed](http://management.simplicable.com/management/new/5-definitions-of-project-failure). When the schedule and budget are continually extended — stakeholders may feel the project missed its original targets. |

## Engines and Development engine

For the game engine to develop this game I will recommend that we can use Unity5 , The reason of choosing Unity5 is because Unity5 can build the game using less time and also Unity5 can also support PC , mobile , PS4 , XBOXONE , and compare to Unreal4 it has less bugs , it won’t just close the window and stop running . For the engines like UDK, Cryengine are too old which does not support any XBOX. So we decided to use Unity5.

## Summary

The cost of the project is high because no one will be su??? You for this project, which can lead to a lot of potential risk , it is good that I feel passionate about the game but since there is so much cons , and also setting up the accounts and running to the XBOX is give me unknown time so for my point of view I will not recommend to do this project.