**Executive Summary**

One of the example from **(ref)** Show us **(REF problem)**, and this situation maybe will be one of the major issue we may run into because this matches X,Y,Z condition, to able to solve this situation we choice to apply **(REF final recommendation)** Which example comes from **(ref)**.

In this marketing plan we can apply strategic theory these strategic was apply ….. .

I would apply this strategic, this strategic comes from ….

**Introduction and Marketing Objectives**

My name is kitman yiu, marketing manager of Dragon Studio. Dragon Studio is an indie companies in Australia, and aiming be an AAA games studio **(SMART goal)**. Today we are going to introduce our first product RATM .The goal of this product to customer is to **(achieve with this plan)**.

And the goal for studio is to **(achieve with this plan)**.

**Background**

RATM is a game **(Details of product)**. The key people behind the development are **(people)**. Mobile games industry has been started … **(REF History and industry and region) (**. The incomes of mobile games industry have been grow to an amount ……… in Asia Pacific, in … In ….**)**

AU there are … players. Also we Notice that there are some recent changes in mobile game industry. These are including X, Y, Z **(REF recent changes in the market)**. And also I want important highlight some context in this are X, Y, Z (highlight).

PEST & SWOT

For our product... We can use …. The ref comes from one of the example of

Customer

Following X,Y,Z company the person that we finding has X,Y,Z behavior. And also from our analysis we regozine that the customer have XYZ behavior, followed by X,Y,Z theory

By our anysics the players has the following behavior . following X , Y ,Z company. And from our analysis we also regoizne that …. Supported by …. So to able us to achevie the customer goal we can … supported by x,y,z theroy

Devolop 4P

There are X,Y,Z method came from the following soruce , the benfits of X,Y,Z are . So to able us to … we can apply

…… has one common ?? which is they are all in the world or in one controy. Which it dosent’t have different culture. Other game such as the sims there are the loading and have to install so much externsion packs. And also some marketing issue such as GTA4 and in this plan we are going to overecome all these issue while we making our game.

Name : dragon sudtio

Started at 2001

More thatn 250 empoyees

Mainly foucs on making shooting game , but also make other type of games such as action game , racing game

Spot games . and this time is our first time relseaing a openg world game.

The ley popele : jimmy , ben , kate

We can see that open world games are just making bigger and bigger but that , and also recenet changes we can see that game developer are trying to put games on to console plafform before relseaeing to desktop , also more products we be on smartphone because it gets more powerful and desktop pc will have slowly go down .

But to our game : openg world game but the selling point of our game is our city can glow by itself. So this will be our selling point