The strength are the following points, A ,B , C ,D ,d , following by the points we have the current befits

By having a strong and positive brand profilio that leads us to have more customer will buy our game

Having experenisve , Team player , fast leaner in our companies and working under peaasure allow us the maxium our profits and spend money to do other things.

Having connection also the company to grow and and also learn new techolghy

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The weakness of our company are point ,A,B,C,D,E

Since GTA ,watch dogs Saint row have been released , some of the game expersince already have been taking away

People maybe spent all their money to buy the other three games

Also this is our first time design this type of game , so there will be some unknown issues

Our team still haven’t reach the maiunm effiently , which some work flows can be improved

New techloghly coming up which means that the gaming industry is still growing.

There is still a lot of ideas that we still haven’t investigate. We still young enough to change direction and see what type of games can maxium the company profits

The marketing is changing really really fast

The worst cast if this game failed is can lead to shut down half of the studio around the world

The three companies has more money, people and expersinse compare to us

PEST

**Political**

Government can set rules to not allow violet games to be publish such as China,

**And also If we have impact**

Tax can increase

The government cuts down budget for game industry

**Economical**

As result World recsion didn’t effect a lot to our company.

**Social**

People build from for us to allow us so people can chat and talk in on place.. Also there are a lot of Tutorials to teach how to play our game and youtuber says they like our games as well.

Culture may change so people, don’t play on games | easy find information.

**Techincal**

Our R&D department stand one step ahead .Looking at oculus rift.

To help us to change our game environment.