List of potential websites/outlets we can compare

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***amazon*** | ***g2a*** | ***battlenet*** | ***gamersgate*** | ***Gog***  ***yes*** |
| ***Humble bundle/store*** | ***origin*** | ***paradox*** | ***greenman*** | ***Steam***  ***yes*** |
| ***uplay*** | ***bundlestars*** | ***Chronogg***  ***pointless*** | ***kinguin*** | ***gamersoutlet*** |
| ***zgame*** | ***digitaldownloads*** | ***direct2drive*** | ***dlgamer*** | ***dreamgame*** |
| ***fanatical*** | ***gamebillet*** | ***gamestop*** | ***gemly*** | ***nuuvem*** |
| ***indiegala*** | ***voidu*** | ***silagames*** |  |  |

**Main competitors breakdown**

Razer deals:

|  |  |
| --- | --- |
| **Strengths:**   * Money. * Established company. * Heaps of people working for them. * They already have web, ios and android app. * Mobile design website | **Weaknesses:**   * Only uses 13 sources of their pricing/info. Comparatively not a massive amount. Often means it's not the best deal. * Only offers USD pricing. * They’re going for a full on game launcher with a deals website on the side. * Website badly optimised for SEO. * Search filters are pretty average. Not much customizability. * No suggestive game algorithms based on wishlists * Not Customisable |

Isthereanydeal:

|  |  |
| --- | --- |
| **Strengths:**   * They have a large amount of websites they get their information from. * Multi currency | **Weaknesses:**   * Their website UX is horrible. Makes it a pain to find good deals. No mobile website. * No gog/steam/razer wishlist integration |

Cheapshark:

|  |  |
| --- | --- |
| **Strengths:**   * Mobile site | **Weaknesses:**   * No gog/steam/razer wishlist integration * Only 15 sources of games * Design is pretty ugly |

**What would we offer?**

* Heaps of sources
* Clean website and mobile website design
* Steam/Gog/Razer wishlist integration
* Good search filters and browsing
* Email notifications for flash sales, good discounts etc.
* Utilisation of RRP prices on G2A. Also no one scrapes G2A and it’s one of the largest resellers. So we would be unique in that respect.
* Promotion for new games

**How do we make money?**

* Reseller referrals via affiliate IDs. When coming from our website to g2a for e.g, we tag an affiliateID onto url. If a purchase is made via that url then we get money.
* Google adverts
* Brand advertising. Resellers will be keen to advertise on the website too.
* Pay per click
* Promoted game slots (when site is bigger)