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Weaknesses 2

Opportunities **Error! Bookmark not defined.**

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Executive Summary

This is your summary for the information contained below. This will likely determine if a reader is going to give the rest of your document a chance, so you'll probably want to actually write it last once you know what you're trying to say.

Strengths

Discuss the strengths of a franchise. What does it have going for it? What has it been doing right?

Weaknesses

Give as many details as you can about things that have perhaps not been going well. Have games been recently cancelled or failed?

Opportunities

Provide as many details as you are aware of for possible areas of expansion or new opportunities that a franchise may not have explored. Why are these important and how do they relate to the game's bottom line?

Threats

What do you think should be keeping the Executive Producer of a game franchise up late at night? You should also think of threats as strategic opportunities if leveraged the right way.

Recommendation

If you were the Executive Producer on the franchise, how would you handle the product? What would you do and why would you do it. You need to provide a compelling argument based on some research you've done around the franchise.