**Digital Empowerment Pakistan**

**Market Research Report File  
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Business Analytics September Batch 3**

**Task #1**

**Executive Summary:**

The research looked into the possibility of setting up a gaming stall at the 'Szabist Challenge Central' event. The goal was to offer a unique gaming experience with both board games and video games. Student preferences were studied, and PS4 games turned out to be the most liked. Competitor analysis showed that there is room for an exciting gaming experience in the Szabmart area. Trends also showed that students prefer games with strong stories.

**Introduction:**

The goal of this research was to see if a gaming stall called 'Szabist Challenge Central' at the Szabmart event would work well, with a focus on giving students an interactive and fun experience. The stall would have both board games and video games to attract a wide range of students. The study looked at which gaming platforms are popular, checked out possible competitors, and studied trends in the gaming world.

**Research Methodology:**

Our research utilized a comprehensive SurveyMonkey survey, targeting 200 SZABIST students to analyze event attendance, spending habits, and travel patterns. This survey formed the basis of our STP (Segmentation, Targeting, and Positioning) analysis.

**Segmentation:** We identified key segments in the student population, including juniors, seniors, and freshmen, each offering distinct experiences and maturity levels. Travel patterns revealed a significant segment of students commuting 5 to 10 kilometers to the university, which influenced our approach to targeting the gaming stall's audience.

**Targeting:** Gaming stalls have consistently proven to be popular among SZABIST's demographic. By incorporating lower prices, offering discounts, and providing attractive prizes, we ensured our offerings catered to the diverse spending habits uncovered in our survey—where 37.5% of students reported a spending limit between 500 to 1000 PKR.

**Positioning:** We positioned Szabist Challenge Central as an enhanced social experience within the campus. By prioritizing affordability and making the gaming stall a central social hub, we aimed to offer students a unique and enjoyable experience without financial constraints. The gaming stall was positioned as the go-to destination for students seeking fun, engaging gaming experiences, reinforcing our STP strategy.

This research was further supplemented by secondary sources, including competitor analysis and current trends in the gaming industry, which helped refine our recommendations.

**Data Analysis**

**Market Research:**

Demand for Gaming: There is a rising interest in diverse gaming experiences. Popular genres include sports simulation, action-adventure, and target-shooting games.

Platform Preference: PS4 is the most favored gaming platform among students, indicating its strong presence and appeal within the university.

Competitor Analysis:

Gap Identification: Competitors lack a comprehensive gaming experience that combines multiple genres in one place. Our stall aims to fill this gap by offering a mix of sports, action, and shooting games.

Consumer Trends:

Game Preferences: Students prefer immersive, storyline-driven games. This trend highlights the need for engaging, narrative-rich games in our stall.

Survey Insights:

Spending Habits: 37.5% of students have a spending limit of 500 to 1000 PKR at events. This suggests that affordable pricing and attractive rewards will be key to attracting this segment.

Travel Patterns: Many students travel 5 to 10 kilometers to get to the university, indicating the need to cater to this group with early stall openings and engaging activities.

Product Offering Analysis:

Balloon Bonanza Bash: A fast-paced, fun game with exciting rewards for balloon-popping.

Dart Delight Challenge: A skill-based game that offers a carnival experience and rewards precision.

Battle Arena Arcade: Includes popular video games like FIFA and Mortal Kombat, addressing the demand for e-gaming and social interaction.

**Findings**

**Student Preferences:**

Platform Popularity: PS4 is highly preferred, with a significant number of students favoring it over other platforms.

Game Types: Action-adventure and target-shooting games are in demand, with a notable preference for games with immersive narratives.

Market Gaps:

Comprehensive Gaming Experience: No current stall offers a combined experience of multiple gaming genres. Our stall aims to provide a unique blend of sports simulation, action-adventure, and target-shooting games.

Engagement:

Event Spending: Students are likely to spend within the 500 to 1000 PKR range, making affordable pricing and rewarding gameplay crucial for attracting them.

Travel Impact: Students traveling long distances are an important segment, requiring early stall access and engaging activities.

**Conclusion**

The research indicates a strong demand for a diverse and engaging gaming experience at SZABIST’s 'Szabist Challenge Central'. By focusing on popular platforms like PS4 and offering a range of exciting games, our stall addresses existing market gaps and aligns with student preferences for immersive and narrative-driven games. The insights from our survey and competitor analysis guide our approach to pricing, game selection, and promotional strategies, ensuring that we cater effectively to our target audience. The stall is well-positioned to provide a unique and enjoyable social experience, enhancing student engagement and satisfaction at the event.