# Commercial Awareness

**ae**Many specific issues are identified under Problem Analysis or Judgement, however there are the following general issues:  
  
Demonstrated business/commercial awareness in any recommendations made, e.g. took into account the importance of games being launched for the Christmas selling season as it accounted for about 50% of the industry's yearly sales of video games.  
  
Expressed actual numbers, amounts, ratios etc. derived from charts and tables when completing analysis and linked these to the impact on Legolas Games.  
  
Recognised and mentioned the importance of the Christmas selling season as it accounts for about 50% of the industry's yearly sales of video games.  
  
Recognised the importance of a game to become the best known and bestseller in its genre as masses of consumers will buy the game that is best in quality and bestmarketed in each game genre, and, by comparison, very few will buy any other games in that genre.  
  
Recommended considering alternative distribution of games as a way of reducing costs, e.g. online.  
  
Demonstrated little or no awareness of costs.  
  
Failed to think about how recommendations impact on the success of Legolas Games.