

Executive Summary 2

Strengths 2

Weaknesses 2

Opportunities 2

Threats 2

Recommendation 2

Executive Summary

FlatOut is a racing video game developed by the Finnish developer Bugbear Entertainment and published by Empire Interactive and Vivendi Universal Games in 2004 and 2005. Gameplay in FlatOut places emphasis on demolition derby-style races, and features a sophisticated physics engine. 16 different cars are included, each with 5 different skins for them. The game is most known for car drivers flying through the windshield.

Strengths

The crazy side of the game franchise makes it really addictive and funny to play. The choice of the road, the diversity of the races and the number of cars give a great lifetime.

Weaknesses

The last Flatout was a total failure, surely because FlatOut 3 : Chaos and Destruction has been developed by another development team. The graphics, the sound, the level design and the AI were all failed.

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

Opportunities

The global concept is good and Flatout must stay a racing game video with a crazy demolition-derby style. The trend for racing game is now to put the accent on multiplayer side and it will be perfect on Flatout.

Threats

The derby racing game hasn't been for a long time fashionable. Then there isn't any valuable opponent but the game must have a really great success to pass beyond the trend. Moreover, there will be one absolute opponent which is NextCarGame developed by the Bugbear Entertainment, the development team of the 2 first and successful Flatout.

Recommendation

It's the good moment to be forgiven for the dishonor undergone by the franchise. It's the moment to show that Flatout isn't dead, even if the original development team left. Flatout 4 : Total Insanity is planned for 2017 and developed by Kylotonn and Tiny Rebel Games, not anymore by Team 6, the development team of Flatout 3. Flatout still has all chance to become again successful.