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# Executive Summary

The Legend of Zelda is an action-adventure video game series which is Considered one of Nintendo's most important franchises. It was first released on 1986 in Japan, and later 1987 in north America, and now contents 18 official games on all of Nintendo major consoles since the first release.

it was the first of Nintendo action game on that generation console NES, its gameplay consists of a mixture of action, adventure, and puzzle solving, and inaugurated a new age .

# Strengths

Nintendo is a well known strong brand name. By the reason of the seal of quality and Third-party licensing, the game Nintendo published means high quality and nice gameplay.

The Zelda series is developed by the first party division which develops the most well known game franchises. Also means the software can have more support of the console hardware and have the best time to release and less upfront costs.

After make the Zelda series one of the most well known Intellectual Property,

As a company both make hardware and software, Nintendo can promote the sales of console with new game ,and can do the same thing with new console.

# Weaknesses

The most obvious weakness of a console game is the hardware limited.

Focus on the gameplay and sometimes sacrifice the quality of graphic will cause the loss of potential customer.

A monopolized game means if you want to play the game, you have to buy the console. It is good for hardware selling but not games.

# Opportunities

The first release of Zelda series was on the new console NES, which save the north America market from the Atari Shock. A quality guaranteed game is what customers want.

By the year 1986, the console NES has sold 10.5 million in Japan , take the 75% of the Japanese market, and 1.1 million which take the 73% market in north America.

The two rivals, SEGA and Atari seem not have a good preparation for the new generation, especially Atari was on a downstream since 1983 .

The first Zelda game is the first action-adventure game on NES, the games before that are mostly puzzle, platform , fighting and some traditional arcade game. A new game genre will draw more attention of customers. Although the first action-adventure game is on Atari in 1979, the cumulative sales of both console and game all less than 1 million.

# Threats

The sale data shows that the sales of game mainly depends on the console. The main competitor were SEGA and Atari in 1980s, while Nintendo take most of the market at that time. While in the fourth generation, the Nintendo console lost the worldwide market and gone down to 42%, SEGA became the biggest rival.

After the fifth generation and sixth generation, SONY and Microsoft join the console market and become the biggest three console manufacturers up to the present.

More and more extra time of customers was taken by Apple's iPhone and other Smartphone , more third party developers choose to make Smartphone games for the less cost and faster income. This situation disrupt the console market.

The high cost of a new console is a difficult for new customers to get in the game series than a Smartphone game. Some potential customers will be lost.

# Recommendation

Although the rise of Smartphone games disrupted the market, focus on the console market is important. It's good to make some spin-off game on Smartphone, which can magnet potential customers who just heard the Nintendo or Zelda brand. The Pokemon Go and Super Mario Run is a good try.

Some cheap or free spin-off games help to increase the market, an easy to get demo version on website also works.

Pay more attention on social and networking works as the Animal Cross and the past Four Swords, customers of this generation need more social life .