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Executive Summary

343 Industries or 343i is an American company and one of the few leaders in the game industry. The Franchise is best known by the Halo saga, and continued the game from Bungie after the split between Bungie and Microsoft. 343i has made eight Halo sequels with the upcoming game Halo Infinite.

My argument: is that 343 industries should open up their games to more platforms like PlayStation4 or even the Wii. Expanding there platforms would give them increased money flow and stronger games. The Halo saga has not just been a hit, it has been an icon for many other games. The things that they have experimented in the past have been the industry standard for games to date. Image if they had more money to work with, they could have smarter teams and more resources, and make something that no one has ever seen before! And possibly uncover a technique that would add even more enjoyment, and engage even more people! This all can be attained by expanding there platforms.

Strengths

There are numerous strengths with the 343 Industries. There biggest one, is their eight successful games that have captured a large audience. Halo 5 Guardians was played by 16.5 million people, and is still heavily played almost four years later. Their upcoming game “Halo Infinity” that is also greatly anticipated. Last, the Halo franchise is a multi-billion dollar franchise, which earned more than 5 billion dollars over a decade.

Weaknesses

While it's hard to find weaknesses with a company like 343 industries that is so highly polished, there is a few. First and largest issue, there games support a small number of platforms, just Xbox and PC. This small platform selection turns away people who would have to buy the console just play the game. Last, there were some complaints with Halo 5: one, it was too much like Call of Duty; and two, the maps were too large. In which some thought the large map made one slowly walk around the map, instead of getting in on the action.

Opportunities

343 Industries is still in the top of their class. However, potential opportunities would be co-collaborating with other game franchises, and my argument, opening up to more platforms. Co-collaborating with other similar companies like Respawn Entertainment (creators of TitanFall) would give the Halo Franchise other areas that have not been explored, and may give it a good twist to spin it in an interesting direction. But ultimately, game franchises are money hungry, and opening up Halo to other platforms would bring in more money flow that is needed.

Threats

One possible threat to the company is stagnation of the game. More people are turning to “Call of Duty” than to Halo. If 343i is just going to have more ways to blow

things up, have shiner weapons, and not have a strong direction, then the game may be troublesome in the future. If there is no unique twist, strong story line, or better ways to engage the player into the game, the game and franchise may fall by the wayside.

Recommendation

My recommendation for the franchise is to open up the game to more platforms like the PS4. This would give the company more money to work with, which is much needed in the money hungry game industry. Also, co-collaborating with another similar company like Respawn may give them the prospective needed. The point is you want to keep people on the edge of their seats expecting and wanting more. Additionally, being an industry leader means finding new ways to engage people. If people are thinking that this is just a spin on “Call of Duty,” the expectation of the game can die.

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