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Market Research

Flinging Monkey Games

Table of Contents

1. [Summary 2](#_Toc415080593)

[Flinging Monkey Games](#_Toc415080594)

1. [Details of the industry 2](#_Toc415080595)
2. [PESTEL Analysis 3](#_Toc415080596)

[Political Factors:](#_Toc415080597)

[Economic Factors:](#_Toc415080598)

[Social Factors:](#_Toc415080599)

[Technological Factors:](#_Toc415080600)

[Environment Factors:](#_Toc415080601)

[Legal Factors:](#_Toc415080602)

1. [SWOT Analysis 4](#_Toc415080603)

[Strengths](#_Toc415080604)

[Weaknesses](#_Toc415080605)

[Opportunity](#_Toc415080606)

[Threats](#_Toc415080607)

1. [Market Benchmark 5](#_Toc415080608)
2. [Strategies 5](#_Toc415080609)

[Short Term](#_Toc415080610)

[Long Term](#_Toc415080611)

1. [Appendix 7](#_Toc415080612)

# Summary

The Market Research is to analyze both the current market in which Flinging Monkey Games is attempting to enter, as well as the company itself vis-à-vis the market. By using both the PESTEL and SWOT analysis, this document should provide a good basis for future reference. The market benchmark provides a snapshot into the current market to better understand the intention of Flinging Monkey Games with its short and long term marketing strategies.

## Flinging Monkey Games

Flinging Monkey Games aims to specialize in delivering accessible and engaging video games on mobile and portable consoles with a unique focus on cross-platform gaming, allowing players from all mobile platforms to engage in gameplay together.

# Details of the industry

The mobile game industry is a hard market to pierce, as it is saturated with subpar and cloned games that are continuously released at a rate of about 750 games a day (1)(2), not mention only a very small percentage of newly introduced companies succeed at making a profit with their first game (3). It is thus difficult to stand out and make a profit, especially considering the prevalence of free to play games (4). On the other hand, mobile gaming reaches a huge amount of gamers, so a game that does stand out can gain a lot.

As for the Nintendo 3DS, Nintendo has been doing a good job of marketing its online store offering and indie games, with Shovel Knight presenting itself as a great example. The upcoming games are showcased on the Nintendo Direct videos, on their YouTube channel and on their newsletter. There are however very few indie games showcased on the Nintendo 3DS, which can be seen as a good thing since any new release is being showcased prominently (5). The console itself is doing well and selling at impressive numbers, providing a very large user base (6).

# PESTEL Analysis

## Political Factors:

* Quebec has government funding that reimburses a certain percentage of the salaries of the employees of video game companies. This has made Montreal one of the leading cities in the world for video game studios (7).
* This funding has however been lowered recently, causing some studios to lay off employees massively or even close down (8).

## Economic Factors:

* The current Canadian interest rate is 0.75% (9), which is rather low. This encourages spending.
* Exchange rate is currently averaging at 1.25(10). The weak dollar could encourage international players to buy our game.
* Inflation rate stands at 1.25 % (11).
* Piracy should not be too much of a concern since our game is free to play, rather focusing on in-app purchases for profit.

## Social Factors:

* Our target demographic is rather large as we plan to appeal to anyone from teenagers to young adults.
* Our content is accessible and non-violent in order to reach as many people as possible.
* Our appeal is mostly going to be with male gamers, due to the competitive nature of the game (12).
* Players with any income will be reached since our game is free. We will ensure players who do not spend any money will still be able to enjoy playing the game and earn a currency to eventually unlock any item they want, while also offering a variety of ways for big spenders to indulge in our game’s purchasable content to customize their character.

## Technological Factors:

* We are in a position to make a technological breakthrough by allowing cross-platform online gameplay between Nintendo 3DS and mobile devices.
* These devices also allow for local wireless multiplayer, which we will also take full advantage of.
* Unity 5.0 has recently included all previously paid exclusive features into the free version (13).

## Environment Factors:

* Since we are a very small company, our impact on the environment is negligible.
* We backup our data every day on a cloud server to be safe in case of any Act of God and are insured in case of accidental/natural damages to our studio.

## Legal Factors:

* We will register our game in order to be copyrighted in an attempt to protect our concept.
* We are not cloning another game so the possibility of being sued is rather low.

# SWOT Analysis

## Strengths

* We are experts in each of our own fields. (artist: Jeff Certosini, programmer: Phillip Conte, design: Benjamin Goulet)
* Quality equipment. (High end computers, tools such as Photoshop, 3ds max, etc.)
* Years of experience in the industry.

## Weaknesses

* Young team (all under 40)
* First game(for the company as a whole)
* 3 people(for now)

## Opportunity

* Looking for expansion(mainly in programming)
* Montreal is a great place for the gaming community(lots of festivals to show off our games)
* Untapped market

## Threats

* Unity3D 5 has come out, there might be glitches if we upgrade from our current version.
* The large amount of independent game developers in Montreal

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# Market Benchmark

* ZombieKiller Ultimate(0,99$ as of this day on app store) (14)
* Super monkey poop fight (free on website) (15)
* Monkey poo fight (free on website) (16)
* Monkey poo (free on website) (17)

# Strategies

## Short Term

#### Domination by low price

With the first game, Flinging Monkey Games aims to distribute a free game platform that allows in-app purchases to unlock cosmetic and aesthetic content that does not affect gameplay. This will allow players with low to no income access to the game. Games that are similar or competitors on the same platforms are often free or close to free, but they always contain in-app ads, which has been proven to alienate customers. By offering a completely free of ads product at no cost, but monetizing cosmetics Flinging Monkey Games hopes to establish a quick foothold in the Mobile Market.

#### Pioneer

With the first game from Flinging Monkey, the cross-platform gaming is a new venture and we stand poised as forerunners into this untapped market. Basing future products on the same platform but creating and adding new features will allows Flinging Monkey to stay ahead of the market during its infancy. Since there are no other games to offer such a direct cross-platform experience, Flinging Monkey Games is expecting to have a dominant foothold early on.

## Long Term

#### Diversification

Diversification is the foundation which Flinging Monkey Games aims to maintain. By creating a new market and challenging the perception of these markets, Flinging Monkey Games aims to bring not only follow-up products but new ventures and new ideas. By continuously offering new pioneering ideas and products, Flinging Monkey Games hopes to establish itself as a constant re-inventor and tinkerer.

# Appendix

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