

Group Assignment

by Mathew Wade Alex Taylor

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Enterprise and Innovation Assignment

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P Number: 149885

Module Title: Enterprise and Innovation

Assignment Title: Enterprise & Innovation – New Product Development

Module Lecturer's Name: James Williams

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The Market and Competitors

Market for the Product

Based on statistics taken from the Steam's stats page[1] there is a very large market for the product being developed. The stats show an immense number of people who use steam all online at the same time, it peaks at approximately 15 million within the 48 hour time space[1]. These statistics were taken on 12 May 2018. As of the same date, a horror game called 'Dead by Daylight' was ranked number 28 on the most played games list for that day with over 18 thousand players[1]. These statistics clearly not only demonstrate a market for game, but horror games as well.

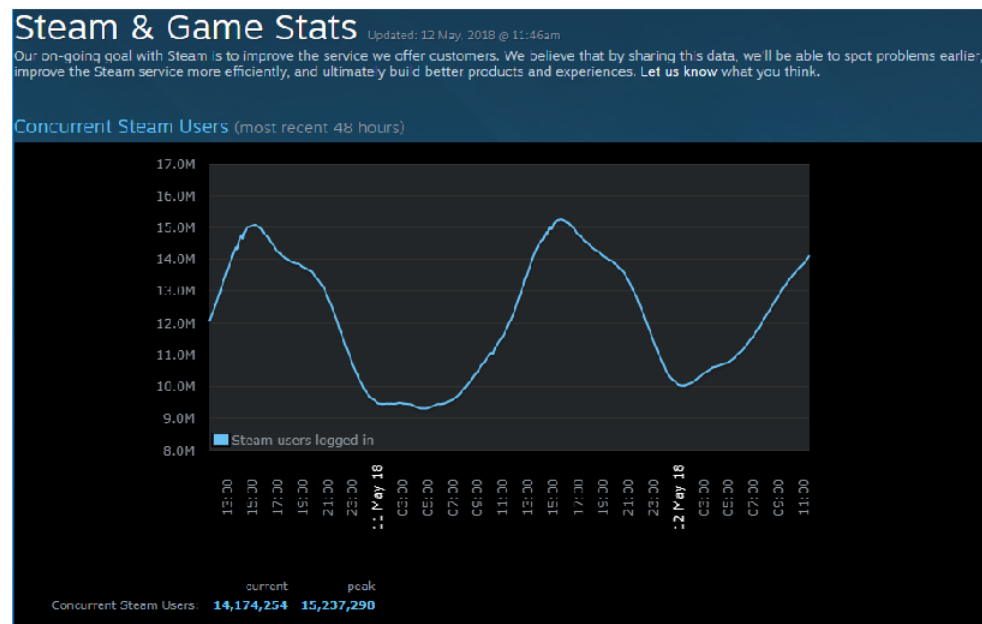


Figure 1 - Steam Users Online within 48 Hours[1]

Analysis of Macro / Micro Environment

PEST

Political, Economic, Social and Technological (PEST) is used to assess four external factors in the business situation and determine how these factors will affect the activities of the business using it[2].

Political

Marketing must always take into account political or legal developments relating to the market[3].

- New regulations enforced regarding the selling of games.
- New employment laws.

Economic

The economic environment can impact not only the production of the product, in this case the development of the game, but also the consumer's decision on whether to buy it or not[3].

- One alteration that may arise in the economic factor is inflation. This would mean that the product being created would need to be increased in price, which may decrease the number of purchases[4].

Social

Any possible impacts that a change in society may cause for the game being developed will be considered here[3].

- A change in the age rating system for games.

Technical

Technology may impact upon the game either positively or negatively[2][3].

- Luckily, the product being developed is not reliant on materials to be made.
- If new computer parts were released, like a new graphics card, the product may be affected as there may be improvements to be made that can rely on the new hardware.

The Marketing Plan

Target Market

The target market for the product being developed is gamers that are 18 years or older as the game being developed will contain violence and gore that may not be suitable for those below the age of 18.

Strategy for Promotion

Product Price

The estimated price that will be charged for the product being developed is £9.99. This price was chosen as other horror games with some similar elements are priced between £7.99 and £29.99. After a certain amount of time, there may be downloadable content created for the game to increase profits.

Place of Development and Distribution Method

The game being developed will be distributed through Steam to the customers. Depending on the success of the game on Steam, there may be a possibility of releasing the game to console platforms as well.

Originally one of the key ways of showcasing the game being developed was going to be Steam Greenlight[5]. However, while researching this topic it became known that as of 6 June 2017 Greenlight was no longer accepting submissions and as such has become unavailable to use in this project. After Steam Greenlight was shut-down, they brought out Steam Direct, which essentially does the same thing for a small fee.

Steam Direct will allow users of Steam to see the game that has been developed or is currently in developed and released in early-access. This form of promotion will sadly only work if the game being developed already has a working prototype that is playable with most of the main features added[6].

Another way of promoting the game is through Kickstarter. Kickstarter allows people to see the product being made and decide whether they want to support the development of the game[7].

In conclusion the best known method of distribution is currently through Steam Direct.

Brand Advertising

When it comes to brand advertising the plan is to use several different forms of advertising to spread the knowledge about the product being developed as much as possible to the target market.



To the Left is the Logo created to represent the team developing the game. This logo was designed using Microsoft Photoshop.

Figure 2 - Team Logo

A team banner was created, which will be showcased on the prototype website and the created Facebook page. This banner was created using Microsoft Photoshop.



Figure 3 - Team Banner

A website will be designed and set up to further promote the game being developed using Wix, as it's a fast and easy way to set up a website for free, especially if the one setting it up has no previous experience with making a website[8]. This will also save the team money as there would be no need to hire someone else to make a website.

Another method of advertising the product is to create a YouTube channel dedicated to showcasing updates in the development of the game[9].

Social Media is being used to further advertise the business and the game being developed. To make use of Social Media a Facebook page was made exclusively for M.O.S.H. This site will allow any other interested parties to follow it and keep up to date with the development of the game. On the Facebook there will be regular updates on the development of the game in the form of images and videos from the game.



Figure 4 - Team Facebook Page

References

- [1] "Steam: Game and Player Statistics," 2018. [Online]. Available: <https://store.steampowered.com/stats/>. [Accessed: 12-May-2018].
- [2] J. Makos, "Understanding Pest Analysis with Definitions and Examples," *Pestleanalysis*, pp. 1–10, 2014.
- [3] B. Atuma, "Micro and Macro Environment of Business," *Oxford College of Marketing Blog*, 2011. [Online]. Available: <https://blog.oxfordcollegeofmarketing.com/2014/11/04/the-impact-of-micro-and-macro-environment-factors-on-marketing/>. [Accessed: 12-May-2018].
- [4] "Inflation." [Online]. Available: <https://www.investopedia.com/terms/i/inflation.asp>. [Accessed: 12-May-2018].
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- [6] "What is Steam Direct and how is it different from Steam Greenlight? : Rajeshbihani.com." [Online]. Available: <https://www.howtogeek.com/311311/what-is-steam-direct-and-how-is-it-different-from-greenlight/>. [Accessed: 11-May-2018].
- [7] "Kickstarter." [Online]. Available: <https://www.kickstarter.com/?ref=nav>. [Accessed: 11-May-2018].
- [8] "Dashboard | Wix.com." [Online]. Available: <https://www.wix.com/dashboard/e275d8d0-1dab-430b-aeef-9f35d5592dd6/home>. [Accessed: 11-May-2018].
- [9] "YouTube." [Online]. Available: <https://www.youtube.com/?gl=GB&hl=en-GB>. [Accessed: 12-May-2018].

Appendices

Week 1

Team Name: M.O.S.H

Team Goals: Create Survival based Horror Spacestation Game

Team Member Names & Roles:

SB: Steffan Benson (Research)

MT: Mathew Taylor (Development)

AR: Andrew Ridgeway (Graphics)

RH: Richard Hankey (Project Leader)

Weekly Progress report 1:

Date: 19/02/2018

In-Attendance: SB, MT, AR. Apologies: RH.

> Individual Updates:

SB Update: Market Research into competitors/Differentiation from market trends.

MT Update: Market Research into competitors/Differentiation from market trends.

AR Update: Market Research into competitors/Differentiation from market trends.

RH Update: Not Present.

> Team discussion:

- Secretary for meetings 1 & 2 decided.
- Team discussed member roles.
- Roles decided.
- Market research into competing games in genre.

> Actions:

SB Update: Compile market competition into single list and reduce to main competitors.

AR Update: Begin design of prototype.

MT Update: Research into market for game, including statistical analysis.

RH Update: N/A

Week 2

Team Name: M.O.S.H

Team Goals: Create Survival based Horror Spacestation Game

Team Member Names & Roles:

SB: Steffan Benson (Research)

MT: Mathew Taylor (Development)

AR: Andrew Ridgeway (Graphics)

RH: Richard Hankey (Project Leader)

Weekly Progress report 2:

Date: 26/02/2018

In-Attendance: SB, MT, AR. Apologies: RH.

> Individual Updates:

SB Update: Develop Mission statement for company, assist other team members

MT Update: Develop business objectives for company.

AR Update: Develop business values for company.

RH Update: Not Present.

> Team discussion:

- Team discussed mission statement.
- Mission statement decided.
- Business objectives discussed.
- Business objectives decided.
- Business values discussed and decided.

> Actions:

SB Update: Further develop the Mission Statement.

AR Update: Continue design of prototype.

MT Update: Complete market and competitor analysis.
RH Update: N/A

Week 3

Team Name: M.O.S.H

Team Goals: Create Survival based Horror Spacestation Game

Team Member Names & Roles:

SB: Steffan Benson (Research)

MT: Mathew Taylor (Development)

AR: Andrew Ridgeway (Graphics)

RH: Richard Hankey (Project Leader)

Weekly Progress report 3:

Date: 04/03/2018

In-Attendance: SB, MT, AR. Apologies: RH.

> Individual Updates:

SB Update: Finished mission statement and identified the target market.

MT Update: Completed the market and competitor analysis and a Facebook page.

AR Update: Continue development of prototype

RH Update: Not Present.

> Team discussion:

- Team discussed Branding and ways to promote the Product.
- Target-market decided on.
- Decision made on the different ways of how to promote the product.
- Determined the selling price of the product.

> Actions:

SB Update: Research how the General Data Protection Regulation will affect us as website owners.

AR Update: Finish development of prototype.

MT Update: Complete a prototype web-page and logo.

RH Update: N/A

Week 4

Team Name: M.O.S.H

Team Goals: Create Survival based Horror Spacestation Game

Team Member Names & Roles:

SB: Steffan Benson (Research)

MT: Mathew Taylor (Development)

AR: Andrew Ridgeway (Graphics)

RH: Richard Hankey (Project Leader)

Weekly Progress report 4:

Date: 30/04/2018

In-Attendance: SB, MT, AR. Apologies: RH.

> Individual Updates:

SB Update: Complete any research required for the bookkeeping. Research any sources of finance.

MT Update: Prototype of web-page finished and logo complete. Assisted in researching for bookkeeping.

AR Update: Development of prototype finished

RH Update: Not Present.

> Team discussion:

- Team discussed any finances involved in the development of a game.
- Altered the selling price of the product.
- Sources of funding researched.

> Actions:

SB Update: Complete the cash-flow forecast.

AR Update: Polish up the prototype, adding in more details.

MT Update: Complete a banner and begin an analysis of macro and micro environments.

RH Update: N/A

Week 5

Team Name: M.O.S.H

Team Goals: Create Survival based Horror Spacestation Game

Team Member Names & Roles:

SB: Steffan Benson (Research)

MT: Mathew Taylor (Development)

AR: Andrew Ridgeway (Graphics)

RH: Richard Hankey (Project Leader)

Weekly Progress report 5:

Date: 04/05/2018

In-Attendance: SB, MT, AR. Apologies: RH.

> Individual Updates:

SB Update: Complete any research crowd-funding.

MT Update: Finished analysis of macro/micro environment.

AR Update: Finished business description.

RH Update: Not Present.

> Team discussion:

- Team continued work on report sections.

> Actions:

SB Update: Assisting group members.

AR Update: Complete the new product and production section.

MT Update: Complete the marketing plan section.

RH Update: N/A

Week 6

Team Name: M.O.S.H

Team Goals: Create Survival based Horror Spacestation Game

Team Member Names & Roles:

SB: Steffan Benson (Research)

MT: Mathew Taylor (Development)

AR: Andrew Ridgeway (Graphics)

RH: Richard Hankey (Project Leader)

Weekly Progress report 5:

Date: 11/05/2018

In-Attendance: SB, MT, AR. Apologies: RH.

> Individual Updates:

SB Update: Finished assisting group members.

MT Update: Finished the marketing plan.

AR Update: Finished the new product and production.

RH Update: Not Present.

> Team discussion:

- Team discussed PowerPoint presentation.

> Actions:

SB Update: Finished.

AR Update: Finished.

MT Update: Finished.

RH Update: N/A

Group Assignment

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

Instructor

76/100

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GRADING FORM: UWTSD GRADING FORM

MATHEW WADE ALEX TAYLOR

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.



+ Good use of citations to support report content. - could be extended and some additional multiple citations could be used to support some sections. + Good well-formatted reference list.

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2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.



+ Market and Competitors. + Marketing. + Funding and promotion. + Branding. + Website.

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3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



+ Market analysis. + Stats. + PEST analysis. Some good considerations here however it - could be more specific in places e.g. Legal considerations, economic could include key competitors, and what technologies could be used to develop distribute and further enhance the game in the future. + Funding and promotion.

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4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



+ Target market. + Marketing: 4ps applied. + Logo.
+ Banner. Nb. Microsoft Photoshop? Adobe. - Basic
website could be created. + FB page. Good.

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5. PROFESSIONAL PRACTICE

*Attributes in professional practice: individual and collaborative working;
deployment of appropriate media; presentation and organisation.*



+ Title page. + ToC. - section numbers could be
included. + ToF. + Overall Good format and
presentation. - Short intro. and conclusion could be
documented. + Team progress sheets. Good

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