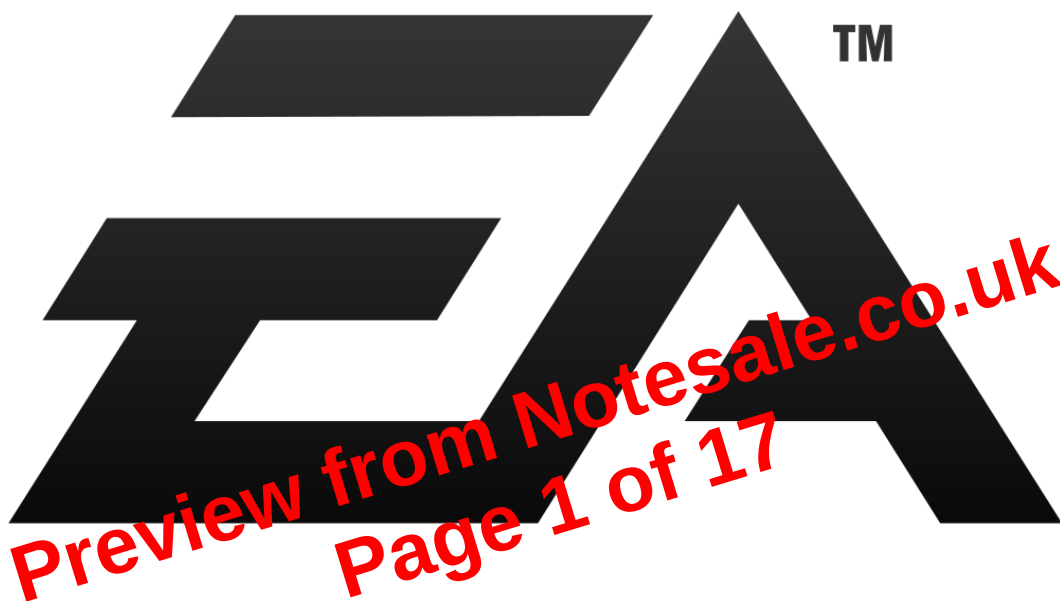


Business & Management

EA Games and the Benefit of a Change

To what extent will changing EA Games's profit focus to customer focus benefit them?



Word Count: 3900

As can be seen on the SWOT analysis, EA Games has a very important strength, which is what has allowed them to use their profit-focused strategies without a real damage to their company, other than their reputation. However, they are facing a threat, and while it is a threat that will most likely become real in the future, EA Games will not be able to overcome the threat if they continue with their current profit-focused strategies, instead of also focusing on customer satisfaction.

Now moving onto the financial results comparison that will ultimately show if EA Games's profit has increased or decreased as they have increased their focus on their profits.

2011 Financial Results

To get a better understanding of the benefits of EA Games's current strategies and the benefits they could have if they became more customer focused, EA Games's financial results from 2011 compared to 2015 provides a good view of how their profits changed as their profit-focused strategies came into play. The following financial results from EA Games's 2011 fiscal year have been taken and simplified from EA Games's official website and are the financial results of EA Games and Subsidiaries⁶:

Preview from Notesale.co.uk
Page 10 of 17

⁶ EA Games Full Year FY11 Financial Results: <http://goo.gl/SCj3b5>