

Table of Contents

Strategy and Sustainability in the Global Economy	1
Abstract	2
Introduction	4
Micro and macro environmental analysis to identify threats and opportunities facing Splash Damage, UK	4
Using VRIO to analyse the organisation's threshold and distinctive resources	11
Recommendations on future international expansion	12
Conclusion	13
References	13

Preview from Notesale.co.uk
Page 3 of 18

(Hislop, 2007). The Splash Damage Company is affected by the micro and macro factors that pose threats to the company success and as well provides a platform of tapping into market opportunities to boost company growth and overall performance. We will use the PESTLE analysis, SWOT analysis and Porter's Five Forces to analyse the internal and external factors affecting the Splash Damage Company.

Porters Five Analysis

Threat of substitutes

The Splash Damage faces a lot of threats because there are many companies in the industry that are developing and providing competitive action games that give the customers an entertaining experience. To curb the threats of substitutes, the company management should allocate sufficient resources that will help the company to consistently develop unique and very competitive AAA multiplayer experiences to meet the customer needs and preferences which are dynamic as the technology continues to advance over the years. The management has an obligation to formulate strategies that will counter its competitors such as Stainless Games and Raising Star companies through the production of action games that add value to the customers for the company to increase its market share and customer base in the video games production industry. Moreover, the management has to improve its online services to customise its online propriety services that meet the requirement of the online business needs and demands.

Bargaining power of buyers

In the video game developing industry in the UK, the bargaining power of the buyers is very high because buyers have an option of shifting from one supplier to another in search of a company that will offer him, a unique, competitive gaming service that will meet his desires and

Preview from Notesale.co.uk
Page 18 of 18