

Eb games business plan

[Entertainment](#), [Games](#)



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BE Games, which stands for Electronics Boutique, is not only the national, but international leader in games retailing. Its parent company, GAS Holdings, owns the two major retailers in the US (the world's largest video gaming market), Gamester and BE Games US. Despite being at the verge of bankruptcy in 1994, under the dual names of Baggage's and Neo Star Entertainment, Gamester has grown to its position of dominance in interactive entertainment, with 5, 264 stores globally, 360 of which are in Australia.

Since the completed merger, in 2005, of Gamester and Electronics Boutique (or BE Games) the new entity has gone from strength to strength. The burgeoning Video Games industry has created a greater awareness of the benefits of shopping at a specialty video games retailer, and this has helped BE to grow at an extraordinary rate, as they expand across shopping precincts across Australia. BE Games also has a substantial competitive advantage over other retailers in the form of second hand sales.

The trade-in of games from old consoles and the consoles themselves for a discount on newer software and hardware is a large revenue- spinner, and an even greater profit maker than traditional sales. In fact, gross profit for the used game and console segment in 2008 approached 50%, as the mark up on these products is quite high. While second-hand sales are falling as a share of total revenue, this is as much the result of the cycle of new consoles as it is a shift in consumer behavior.

Customers are most inclined to buy second hand products in the years leading up to the release of a new generation of system. This strong growth and impressive profitability means that BE has established itself as the dominant name in video game retailing, and the Video Games industry in general. BE games' expected market share reached around 19. 6% in 2008-09, which equates to nearly 30% of the video games retail market. In Australia, the growth is spurred by aggressive expansion. The US parent has invested heavily in new stores in Australia, which has complemented a boom period for retail sales.

As such, growth on the part of BE in Australia has outstripped even the best-performing video games retailers. In the past five years, the release of a new generation of consoles (Microsoft's Xbox 360, Sony's Playstation 3 and Nintendo's Wii) has caused a renewed boom in the industry, as gamers of all stripes rush to embrace the newest technology. Just as in 2001, when the release of the Playstation 2 led to growth of 26. 6% and 33. 6% in BE games retail sales in 2000-01 and 2001-02, so have the Wii and ADS systems caused growth to reach 25. 2% and 33. 8% over the past two years.

In the interim, growth slowed somewhat, as gamers continued to purchase new games, but growth tends to slow in anticipation of the next round of console upgrades. To attempt counteract this cyclical slowdown, BE games have introduced an ever-growing variety of accessories to games to increase the revenue raising capacity of their respective consoles, as well as maintaining the loyalty and attention of a fickle gaming public. Some types of games have been released, with specialty controllers to great success, mitigating the competition has become slightly skewed.

Nineteen's newfound dominance of the market is causing some headaches for Sony and Microsoft. However, as the Wii's target market is slightly different from that of either the Xbox 360 or the PS3, it is of less concern in the short-term. Nineteen's dominance of female console gamers, however, is of serious concern. In 2008, the Wii outsold the PS3 and Xbox combined, indicating Nineteen's strength in the market, as well as the growing eminence of female gamers as a target for game and console developers.

In 2008, the Wii outsold the PS3 and Xbox combined, indicating Nineteen's strength in the market, as well as the growing eminence of female gamers as a target for game and console developers. As sales of Nineteen's Wii and DS dominate the PlayStation 3 and Xbox 360, and PlayStation Portable, respectively, the pressure continues to mount on Sony and Microsoft to move to the next level in the ongoing console wars. Sales of the Wii in 2008 outstripped all other console sales combined, as a new breed of game player embraced the Wii's simple presentation and interactive format.

BE games is mostly preferred for new games because they actually know games unlike trying to get information from JOB, Big W or K-Mart, they don't normally know enough on games and most are just interested in finishing the day and going home, they don't seem to talk games much. One thing that I like about BE games is collectors and special editions that give extra content which would otherwise have to be purchased as ODL or is exclusive to the collector's edition. BE is usually the best for that too. And as overall people have said, if you're buying a comparable edition they'll price match.

There are some people who shop at BE games mostly to trade old games that they never play anymore. However, customers do like their return policy, which comes in handy. BE games have introduced its BE GAMES Edge Card which targets gamers that buy or sell used games a lot. It will give customers more money when they trade in used games and a discount when they purchase used games. There is an annual fee with the card, but once customers buy a couple of used games or trade some games in like it very much and that's the reason why everyone loves BE games.

The only thing that customers don't like about BE games are that they don't offer warranty on old games or repair broken DVD's or CDC / games unless the DVD or CD itself is broken when they had ordered it from the wholesaler. They get 7 days warranty if the DVD or CD is broken when it was manufactured or a scratch upon buying or even if the DVD and CD is brand new, they do offer warranty. And if it's a personal damage, then BE games are not responsible for any repair or refund.

But still everyone does like the service and promotional deals that BE games offer as well as they do know how well known BE games are for its brand, product and services. Why should customers trade? * Trading is what BE games do. That's how they can give customers the best deals! * Why would customers trade their old games? It's simple - because they will save money off the price of the next game they buy! * Even the newest, most action-packed games get boring eventually, so customers won't forget that they can always trade in their old games and consoles at any one of the 300+ BE Games stores around the country to save themselves money! Don't pay with cash - pay with games! " * BE games catalogue, 2011 How do customers trade? All they have to do is follow three easy steps: 1 Grab their old games and consoles and bring them into their local BE Games store. 2 A store associate will quickly tell them how much store credit their games are worth. 3 Use credit towards anything else in store If ever customers are having problem using DVD or CD or even downloading games then BE games help center might be an option for customers to refer to.

BE games have got heaps of facilities and help for its customers, they not only do business but also, they care and appreciate their customers and attend to their problems and queries anytime. Here is the link for BE games help center: http://bagels-AU.Traded.Com/facades_index.PH?Oaf=t_AAU;pasta= 7 BE Games also offer its customers, the opportunity to sign up for newsletters and other promotional communications. This proves beneficial to customers as they get bargains upon buying games and they do feel happy about the promotional ideas as they get to buy their favorite games at a lower cost.

Indeed BE games have achieved a good image on the market and they keep thinking of improving and providing better deals and services for its customers. Even myself, whenever I think of buying games, I definitely think of BE games as they are the best, they have good knowledge on games, the staff assist you and deliver good service, they make sure that you have got the right thing and that you are happy. So this is all what a customer needs.

* Palpitation 3 has a huge advantage over its console competition; Blue-Ray. That means its game discs can hold tons more info, making it the machine with the most power and potential.

Its games library reflects this, with a host of titles that could only ever appear on ASS which is played and loved by people in every country. Some infinite for ASS users:

- * Palpitation Network: * Palpitation network is free to access
- * Interactive environment where you can play
- * Online games
- * Chat to friends and family around the world
- * Surf the web - and all for free *

Palpitation Plus: " Join Palpitation Plus and start getting even more from your Palpitation 3 with a whole host of premium and exclusive features, including games and content worth at least \$340* a year. * BE GAMES brochure, 2011

* Games: Enjoy loads of Palpitation Network games, minis and AS one classics plus premium avatars and dynamic themes, all worth at least \$340 a year in BE games. Customers will also get exclusive BE games Store discounts and early access to demos and beta trials. Content is updated every month on BE games Store, so there will always be something new to enjoy. * Automatic Download: receive the latest ASS system software updates, all your game updates and even game demos without lifting a finger. ASS is only worth \$599 in BE games.

And customers do get discounts voucher when buying its games. * Oxbow 360 owners are in the lucky position of having exclusive access to some of gaming's biggest action brands, shooters, adventures and role-players. And with BE games, there's every reason to Jump In to the world of Oxbow 360 gaming. Features of Oxbow 360: * Impressive social and online services via Oxbow Live * Access Twitter and Backbone. * Download games, movies and more. * Extensive range of games to suit everyone. With the expansion of Oxbow Live to include Backbone and twitter access, connecting with friends has become easier and more entertaining.

There are free game demos and the ability to stylist our avatar to suit our particular interest or mood. BE games also offer us the ability to stream HAD movies with Entitle. Now with Kinetic, an Oxbow is he perfect family console. The Oxbow 360 is a powerful and mysterious device whose power is only matched by its mystery. Here are some of the features we can expect from the system: * Ring of Light and Oxbow Guide Button - The ring of light is the power button and it is divided into four quadrants that can display a number of different colors depending on what is going on.

We're not entirely sure what all the ring of light can do at this point, however. The Oxbow Guide button is prominently featured on the controller as well as the Oxbow 360 remote and allows you to instantly access information on person who just challenged you on Oxbow Live or you can Jump right to Oxbow Guide button will also allow us to turn the Oxbow 360 system on and off from the comfort of your couch - Now that is a great idea

that is long overdue. * Oxbow Live - There will be two types of Oxbow Live for the Oxbow 360.

The Silver version is free and it allows us to access the Oxbow Live Marketplace as well as communicate with your friends using voice chat. You cannot, however, play games online. With the Gold version of Oxbow Live, you get all of the possible features and, most importantly, you can play games online. Your achievements and statistics will be archived so you can check them whenever you want and you will also be able to use video chat and video messaging. Microsoft has announced that all new Oxbow 360 owners will get Gold Service for the first month and then after that the pricing will be similar to Oxbow Live on the current Oxbow. Oxbow Live Marketplace - The marketplace is an area where you will be able to download game demos and trailers as well as new content for games such as new levels, characters, vehicles, weapons, and much more. Some things will be free but you will have to pay for some premium content, which is available in BE games. Digital Entertainment - The Oxbow 360 will once again allow us to rip our music to the hard drive to use during games, but it will also stream music off of any AMP player that we plug into the USB 2.0 ports (which includes the Sony SSP ...).

We can also upload our photos to the hard drive and share them with our friends on Oxbow Live. The Oxbow 360 will also play DVD movies, but unlike the original Oxbow, the Oxbow 360 can display them in progressive scan. At this point, it also seems like DVD playback will be available out of the box and will not require the purchase of an extra remote or anything like that

which is definitely an improvement. * Personalize your console - With the interchangeable faces of the system itself, we can change the color of our system however and whenever we want by simply snapping on a new face.

Realistically, we won't even actually have to buy new faces because we could simply paint the stock face yourself but it is guaranteed that Microsoft will roll out a line of limited edition and collectible faces to lure people in. We will also be able to customize the look and feel of the Oxbow Guide browser on the system which we suspect will be similar to changing themes in Windows on your PC. Customization is always a good thing and while these features don't really mean anything in the long run, they are certainly nice to have.

Oxbow 360 is the best game that is generating huge sales in this particular season in BE games and it's only worth \$500, and customers do get discounts when they buy its accessories. * Holding a brand new SSP in the palm of your hands is one thing but realizing the potential of the Sony SSP is another. What we have in our hands is a games console, an AMP player, a movie player, an Internet browser, a photoviewer plus a lot more. This article looks to highlight some of the best features of the Sony SSP and shows us how best to use those features.

The SSP arrived at the end of last year with the kind of buzz surrounding its launch that I hadn't seen since the launch of the Palpitation 2. It seemed like an eternity before Sony manufactured enough stock to match the demand for the SSP. It soon became apparent that the SSP was a whole lot more than just another games console. BE games did make sales beyond expectations

during that period. SSP Wallpapers To make the most of our SSP wallpaper we need to upgrade to version 2 of the armoire. This can be done online and detailed instructions are available in our SSP manual.

A wonderful feature of the SSP is the ability to have an image of choosing as our SSP wallpaper. I chose a slightly blurred image of mine in close up as my SSP wallpaper. I was amazed at how good this looked; while the SSP wallpaper was slightly blurred it highlighted the text above it and made it clearly readable. Of course we can choose whatever image we like as our SSP wallpaper but the process of setting our SSP background wallpaper is to firstly enable the SSP wallpaper function under themes. We then go to our photo folder on our SSP and choose the image we like and set it as our wallpaper.

SSP Hacks There are a whole host of new SSP hacks being found every day but one of the best SSP hacks by far is how to run a multilayer game when there is only one I-JAM game disk between all of us. It is so simple and by far the best SSP hack I have come across. Start the game on the first SSP in ad hoc multilayer mode and make sure we have unlimited time as well. On the first SSP, eject the I-JAM game disk and when the message asks if we want to quit answer with no. Put the I-JAM disk in the next SSP ND start a multilayer ad hoc game as in step 1. Repeat the process with all players and enjoy!

This is an effective step to prevent SSP hacks by BE games. They not only provide and sell the SSP but also, they provide the service to assist its customers when we go with our query. SSP Downloads This is a great feature of the SSP, the ability to download utilities, software, games, music, and

movies onto our SSP. SSP download sites are appearing everywhere, some are better than others but the ability to do a SSP download is an awesome feature. BE games did provide this site on its website. SSP Games Of course the primary function of the SSP is games.

SSP games come in all genres and the catalogues of SSP games are expanding every week. One of the best games for the SSP so far is without a doubt FIFE 2006, it is a great game but as always it is a matter of preference. There are SSP games for everyone. This demonstrates Just a few of the amazing things the Sony SSP has given us so far. It is still very early days for this awesome product but as new SSP games are developed and SSP hacks are unearthed along with some amazing downloads for the SSP, the future looks very bright for the Sony SSP. Yeah there are a lot of things a SSP can do.

It's sort of like the futon of portable game consoles; a pretty good media player, and a pretty good game player, but not spectacular at either. Media functions - video playback (including TV-out on slim model), audio playback (AMP/AC/WHAM), IRS feeds, internet radio, a slow but workable web browser, photo viewer, and remote play/control over your ASS. They definitely become more useful when paired with a ASS as they work as a glorified remote (and they work well). We can cue up downloads to the ASS or surf the AS Store, start it folding, that sort of Keep if we get the mimic attachment.

Battery lasts a good long time, nothing like a ADS but acceptable for all but transatlantic flights... 3-ah on average depending on what you are doing and

if Wi-Fi is on. GAPS and camera are coming soon as Tagent says and city-mapping GAPS software and Keep is already in there. SSP is also useful as just a straight memory card-reader/writer for our computer. I use mine in this capacity fairly often... If I just want to move some songs or whatever I just drop them on the memory card via the SSP and walk them over to the ASS.

SSP is not that expensive compared to others. The ultimate in portable entertainment owe has a dramatically enhanced LCD screen delivering more vibrant colors for our photos, videos and gaming. The all new SSP 3000, which is worth for only \$188 in BE games, is a multimedia portable entertainment device which can be used for playing AD games, full-length movies, music and viewing photos. In addition, SSP 3000 features Wireless (WALL) capabilities for multilayer gamely as well as an in-built browser for accessing content downloads. The Nintendo WI is pretty much an excellent game system for non-traditional players as it has the ability to use natural motions (or gestures) to play the game. There are about 4 main advantages with the WI compared with other current game systems. 1) The system costs \$250 (w/o tax) & includes the system, a Winter w/ Munch add-on & WI Sports Bundle in BE games. This makes the system playable right out of the box. 2) As I've said before, games can use natural motions or gestures to play the game.

For like WI Sports Golf, you just the Winter like a golf club & WI Sports bowling, we use the Winter like a Bowling Ball. 3) The system includes free online services like News & Weather as well as allowing users to view pictures stored on an SD card. We can also browse the internet on it as well,

but it costs WI points to purchase the browser. 4) The virtual console allows us to access (as in buy) classic Nintendo (as well as non- Nintendo) games from the past 20 years & will cost between \$5-10 a piece.

This is in addition to backwards compatibility with the Gamble. Here's a rough list of systems it supports. * ONES * super ONES * Sage Genesis * MIX * Nintendo 64 * Nintendo Gamble (including controllers) As for games (beyond WI Sports & the Virtual Console), Warier: Smooth Moves& Excite Truck are good for starters as they use natural motions. Legend of Zelda: Twilight Princess & Trauma Center: Second Opinion is better for experienced gamers (as the controls are more complex than simple motions).

The WI has taken BE game's world by storm since its introduction in late 2006, offering interactive game play that is unlike anything available on others. The WI uses its wireless remote control to let users control the game through physical movements instead of pushing buttons and moving Joysticks. At first glance, the WI may appear to be a standard video game console with the added twist of a new controller system, but nothing could be further from reality. The Nintendo WI features capabilities that make the WI more than just a game; it is an entirely new interface with entertainment based technology.

The Nintendo WI features an opening menu that acts as a gateway to more than just games. The WI menu is the first of the Nintendo WI features that we encounter when turning on the game, and it does more than let us decide if we are playing with one or two players - like so many other game consoles. Instead, the user is shown a menu that not only takes us to the game, but -

when connected to the Internet- allows the user to check the news, weather, surf the Internet, visit WI message boards, shop online at the [www. bagels. Com. AU](http://www.bagels.com.au), and that is not all.

The Nintendo WI features a photo channel that - when used with a memory card - allows us to send and receive digital photographs and display them on our television. We can even download music in AMP format and create a soundtrack for our photo slideshows. If we want to see what is on the mind of our fellow WI owners, the Nintendo WI features the Everybody Votes Channel where people weigh in on both lighthearted questions and important world events. We can even test our instincts on the issues by predicting the outcome of the polls and then heck in to see how close we were!

If a blast from the past is what we need, the Nintendo WI features the Virtual Console Channels that allow us to download classic games from the WI Shop Channel and play them on our WI. Despite all of those options, the most popular of the Nintendo WI features is the Disk Channel where we not only load the disks of our favorite WI games, but where we can play favorites from the Nintendo Game Cube as well. And speaking of WI games, the Nintendo WI features the Mimi Channel where we can create caricatured portraits of players who can be used in many of the WI games.