

Nintendo wii case



Nintendo was a small Japanese business founded by Fusajiro Yamauchi on September 23, 1889 known as Nintendo Koppai in Kyoto Japan. They produced and marketed Hanafuda cards. The name Nintendo meaning "luck In Heaven. Hanafuda was a handmade card and was successful. (www. Nintendo. wikipedia. com). In 1959 Nintendo struck a deal with Disney to allow Nintendo to use the Disney characters in the playing cards. In 1963 Nintendo Playing Cards Company was renamed to Nintendo Company. During this time in the mid 2006 Nintendo introduces the Wii console.

The retail price for the console was going for \$249. 99 the cost was picking up on the other cost of the last console that they was losing out one because the sales was increasing rapidly. (www. softwartop100. org) Swot Analysis: Strength in 2007 Nintendo has four main strength a strong brand name, high returns, high employee efficiency and debt free status. Nintendo has been affordable and very successful in investing sources and profitable companies and idea. Weakness: is that the Nintendo is the joysticks legibility, limited selection of software, weak graphic on cards.

Some of the cards now will have to have a special HD to play certain games. Opportunities: Players of all ages regardless of class, culture, and income with the gaming industry has more than the movie industries. With the gaming online more than homes will have a broadband internet so they are ready to buy and play the Nintendo products. Threats: Some of the threats with Nintendo is the price drops from the competition , Wii appalls fade, and Microsoft an Sony aboard Wii had home endearment experience with Microsoft and Sony PS3 and the Kindle connect and Xbox.

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Threats: Some of the threats with Nintendo is the price drops from the competition , Wii appalls fade, and Microsoft an Sony aboard Wii had home endearment experience with Microsoft and Sony PS3 and the Kindle connect and Xbox Analysis via Porter Five Forces Model: From the Five forces of the Porter mode is among sellers developing the product that was suppliers and powerful. In 2009 Wii has sold 51. 6 million consoles which was the almost combines with sales from Microsoft and the PlayStation. Due to the emirate consolidation.

The five Porters Forces are 1. The threat of new entrants 2. Powers of the buyers 3. Powers of the suppliers 4. Threat of substantive products and services 5. Intensity of rives among competitors. Dess. Strategic Management text and cases, 6th Edition. 2012. Bookshelf. Web. 23 September 2013. The External Environment: “ Wii has a great target to demographic that was neglected impacted and non-gamers of all ages and gender From the Social cultural standpoint the company is towards family-friendly which could limited games and Nintendo makes and may threaten

future game design because of the focus demands and easy to use equipment”.

Competitor Environment: Nintendo understands that competitors by analyzing their future objective, current strategies, expectations, strength and weakness, one of Sony major strength is the PlayStation 2 and PlayStation 3 which is almost like the Wii. (www. bbc. co. uknews) (www. Conectusatoday. com) Course Of Action Recommended : If I was in a position to run the company I will make sure that we was still in competition of getting products that will keep Microsoft and Sony on the bottom of the industry.

With all of the new products and services that coming out I will make sure that there is proper games and controls that will be produces to fit all of the HD TV. With the broadband internet I will also have it available to the game buyers before it is sent to stores. Opinion: I really like this case because being a big fan of Nintendo I did not now that they made some of the stuff that I have purchases. I do not believe in looking to see who is making a product, if it comes out and is getting good reviews I will purchase it.

I have found out that some of the games that I have purchased like the Wii, PlayStation and PlayStation 3 and game cube was made and produced by Nintendo. I would highly recommend this product to all of my friends and family, I have found out during the research of this Nintendo Wii that The “Wii is now being used in the medical field as a tool to assist psychical therapists with their patients, providing a form of therapy for people with multiple disabilities, and keeping many people healthy. It is also being used to train surgeons”.