

# Example of business plan on game zone

[Business](#), [Marketing](#)



## **Executive Summary**

Establishing a business is one of the factors that require effective and analyzed planning, and this paper will look at Game Zone, which is a game arcade that will target people between the ages of 5 and 30. This paper will, particularly, look at the business description as well as its organization. At the same time, it will look at its departments and differentiation, in terms of the specific people that specific area that the customers will focus on. At the same time, this paper will look at the marketing analysis, with respect to the target people, location, price, promotion of the products, as well as the product itself. Lastly, the paper will look at the specific strategies that we will use in promoting the product, and these are print media, social media and workshops.

## **Business description**

Leisure is one of the areas in our day to day lives that had been neglected in the past, but seem to be getting a lot of attention in the current century. At the same time, leisure is one of the recommended activities that people should involve themselves in, in order to have an all rounded life, and for health purposes, as well. This is because many people have busy schedules throughout the week, and this gives them the desire to maximize on any available free time with leisure activities. This has, consequently, led to diversification in the types of leisure activities that people involve themselves in, during their leisure time.

As a result, this has led to the creation of yet another business opportunity because one of the aspects that have been seen in the twenty first century

and that continue to attract many people includes games as a way of leisure and recreation. Following this opportunity, Peter Webb, Janet Jones and I seek to venture into this field of entrepreneurship by creating a platform through which people can unwind, have fun and play games during their leisure and recreational times. This has led to the development of the Game Zone idea. Game Zone is a proposed game arcade that will have different sets of games in which people will involve themselves in.

One of the most striking things to note concerning Game Zone is the fact that unlike other game arcades which exclusively specialize in either active or passive games, game Zone will be a collection of both active and passive games, and this will play a major role in attracting everybody's attention, irrespective of the kind of game they want to involve themselves in. At the same time, providing both active and passive games all in one arcade is a great way through which providing variety will attract as many people as possible, whilst introducing a radical, different and authentic way of entertainment, leisure and recreation.

This will, therefore, mean that we will have moved a step further in the provision of our leisure services, because other companies have mainly focused on online games, as well as video games. They have paid less attention to the active games that people can involve themselves in, whilst these are some of the opportunities that have not been exploited. At the same time the game arcade will provide platforms through which people can compete in both video and online games, as well as from clubs through which the participators can form teams to play against each other for fun or a prize, or any other means through which the involved teams will agree,

and that is acceptable and allowed, from a legal perspective.

At the same time, the creation of these sports and game clubs will also be a strategy that our company will use to instill continence among our customers. At the same time, we will provide catering services at the arcade, whereby we will liaise with various suppliers (by giving them tenders) to supply us with various snacks and products, such as drinks, cakes and pizza. This will be a platform that will ensure that our game arcade is all inclusive, whereby people can find all the products they need within the arcade. At the same time, providing minor catering services in the arcade will be a form of providing more employment opportunities for the caterers and service providers, consequently, boosting profits.

## **Marketing analysis summary**

Marketing is one of the greatest challenges that many corporations face in their day to day business activities, and this is, majorly, because they do not know the exact persons to target with their customers and services. At the same time, it is necessary to develop an effective marketing plan through which the company will be effective in reaching the customers. In this case, for example, one of the most essential things to note include the fact that we will be targeting people who seek a way of spending their leisure time. However, we will be giving this a business approach. There are several aspects that we will need to look at when addressing marketing for our products. These include the following.

### **- People**

The target population is one of the most essential aspects to consider in this case, and we based our target market on past and current statistics, our

games will mainly target the people between the ages of 16 and 30 years. This is because these are the people who are mainly involved in games during their leisure time, since games are an affordable way through which they can recreate. However, we will also have teen and pre-teen games for younger children. However, these will be closely monitored by instructors and elder persons, in order to maintain responsibility. Marketing our products will, therefore, be divided into these different categories. The online games will mainly target the target market between the ages of sixteen and thirty years. However, our games services will not be exclusively limited to the people up to the age of 30 years. Rather, anyone else above the age interested in our games will also be included. However, the games will be designed for the people within the above listed age limits.

#### - Location

Just like any other game companies, we will target selling our games (especially the video games) online to people in all regions across the world. However, we will also establish a physical game arcade, whereby people can come and play the games. At the same time, clients can also play any other online games, as well as video games. The facility will have a maximum holding capacity of 220 people, and will be subdivided according to the target age groups. The games arcade will have twelve halls, four for each of the three target age groups, 5-12, 13-16 and 16-30. At the same time, there will be one open room, the store room, whereby customers can purchase games (especially video games and online games). At the same time, catering stands will be established in this room to offer refreshments to customers.

#### - Price

The prices for the games will be subdivided depending on the game that one wants to play, depending on the game's expenditure. However, there will be monthly, semi-annual and annual subscription charge fees for members, which will be cheaper and more affordable for the clients. At the same time, establishing and implementing this strategy will encourage the members to form clubs through which they will compete in the games.

#### - Promotion

Marketing of the product as well as the game arcade is one of the challenges that our marketing and advertising team will have to address. In this case, for example, considering the fact that the game arcade will be established in Downtown, Seattle, various promotional strategies will have to be used and put in place, to ensure that as many people as possible get to know about the arcade and the game services that we offer to our clients. One of the factors that we have put into consideration is the mode of advertisement to use in this case.

#### - Print media

The use of magazines and local papers is one of the ways through which we will be in a position to access as many customers as possible. At the same time, it will be wiser to focus on the specific print media that will reach the target and most desired customers, and these are the sports magazines and papers, as well as lifestyle and leisure magazines or paper columns. In order to be specific and reach as many customers as possible, we will advertise Game Zone in the print media selling in Seattle and neighboring cities such as Shoreline, Shorewood and Lynnwood.

#### - Social media

Considering the fact that our target customers are below and around the age of 30 years and these are the people most involved in social media, our advertisement services will use this as a means of advertisement and creating awareness about our services, existence and what makes us stand out in comparison to other companies. Some of the most effective means through which we can reach customers through social media include Facebook, Twitter and MySpace.

#### - Workshops and road shows

These are some of the strategies that have proved to be successful in the past, and applying them for Game Zone is one of the best ways through which people will get informed concerning the game arcade. At the same time, it will be a cost effective means through which many people will be reached, considering the fact that it does not require payment of dues, but just a permit from the city council.

#### - Product

Lastly, the product is the most essential thing to look at in this case, and it is necessary to note that the product that Game Zone will be offering is subdivided into various sections, in order to reach out for as many customers as possible. In this case, therefore, our products will include video games for people between the age of 5 and 12 years, video, active and online games for people between the ages of 13 and 16 years and the same goes for those from the age of 16 years and above. At the same time, we will also focus on the by-products as developed by the main product, and this is the catering room, which will focus on providing refreshments and foods to customers.

Lastly, we will also focus on selling video and online games to our interested customers.