

Case study nintendo essay

Business



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The company has been one of the market leaders in the video gaming industry, founded by Yamaha. It has launched several successful consoles like NEST, the Super NEST, and the Gamecock.

It provides us with the information about the company regarding to its market strategy, business operations, and long-term goals. The report analyzes a key problem that the company faces in the current situation along with some alternative solutions to identify, address, and resolves the problem. The main problem lies in the fact that Nintendo needs to distinctly determine its mission, vision, goals, and objectives for improving its design as well as gaming systems, and maintain its innovative stage in the most competitive industry. For maintaining the similar momentum, the company must focus on enhancing its current system performance as well as other technical features of its system for henceforth releases.

With change gears from the disruptive nature to more sustainable form, the company must identify ways to attract new customers or retain the existing customers towards its products. The company must keep on experimenting with innovations which target additional potential markets. The company is quite well-positioned for benefiting from prolonged success in video gaming industry based on several researches.

Nintendo still has several considerations to explore prior to deciding how effectively maximize market share as well as continued profitability. The provided solutions have been framed considering the various aspects of the company and its feasibility. Among the given solutions, the report highlights upon a single most effective solution to the problem and includes it within

recommendation solution. The management team of the company must consider incorporating increased investments for improving the ‘exercise-gaming’ capabilities of WI. In context to childhood obesity, this investment would prove to a smart one. Introduction: The report has been developed based on the given case study of ‘Nintendo: Fighting the Video Game Console Wars’.

With the major console release in 2006, the company had released its WI console. At the same time, the competitors of the company had released their own products. However, Nintendo’s WI had turned the market upside down with its disruptive nature. This means a strategy that permits a product to occupy the lowest position in the market and then gradually gaining momentum and rising up in the market which dislocates products of other competitors.

That proved to be a major hit in the industry. The report closely analyzes the case study of Nintendo, its business operations, strategy, cost and revenue, market position, and corporate journey ever since it has started its journey. As per the case analysis, a key problem of the company has been identified and followed by several back-up solutions. These solutions have been studied individually and then the most effective one is selected and recommended for implementation. The provided solutions have been framed considering the includes it within recommendation solution. Finally, the report ends with a vivid conclusion. The company has been one of the market leaders in the died gaming industry, founded by Yamaha.

It has launched several successful consoles like NEST, the Super NEST, and the Gamecock (Jackson). It has based its successful journey on innovations. Initially the company had several tough competitors but gradually with the advent of technological supports, the company has managed to regain its power and strength in the game industry. The company has made innovation its weapon and with adoption Of key effective market strategies, Nintendo has been ruling the gaming industry. Problem Analysis: The video game company, Nintendo, operates in quite a competitive market. Some of its competitors are Sony, Microsoft, Palpitation consoles, and Oxbow. At the initial phase, the company was in search of a stable footing in the market.

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This means a strategy that permits a product to occupy the lowest position In the market and then gradually gaining momentum and rising up in the market which dislocates products of other competitors. That proved to be a major hit in the industry. Now that the company had turned the tide, it now needs to determine the ways to continue the successful journey in the future.

It is probable that these companies some of its powerful competitors may mimic the innovations of Nintendo in near future. In fact, Nintendo was the first company to introduce gaming at the greatest scale, and this mechanism must be further used to its advantage to proceed further with the success

(Manner). Thus, the main industry. Alternative Analysis: A key area for Nintendo to ensure continued improvement is to enhance the development of in-house gaming titles. This sort of model would be highly profitable for the company since it WOULD earn huge from selling of game, in contradiction to third party titles which involve only minor profits for console owner. Receiving increased quality titles by the system would promote developers to adapt to the platform of Nintendo preferably.

The release of WI console by Nintendo had shaken up the video gaming industry (PRICE). For maintaining the similar momentum, the company must focus on profitability. With the major console release in 2006, the company had released its WI console. At the same time, the competitors of the company ad released their own products.

However, Nineteen's WI had turned the market upside down with its disruptive nature (Storybook and None). This means a strategy that permits a product to occupy the lowest position in the market and then gradually gaining momentum and rising up in the market which dislocates products of other competitors. That proved to be a major hit in the industry. Nintendo must strive to create over the successes of the WI as well as ADS systems, and this would boost up the organizational reputation. By the advent of family friendly as well as active games, the company has achieved the faith of widespread customers around the world.

Although Nintendo successfully regained a foothold in the industry of video game with revolutionized the entire experience of playing video games, yet several areas are left for improvements. A proper address of such areas

would position the organization better as compared to that of its competitors in battling out for market shares (Valises and Glass). A key area for Nintendo to ensure continued improvement is to enhance the development of in-house gaming titles.

This sort of model would be highly profitable for the company since it would earn huge from selling of game, in contradiction to third party titles which involve only minor profits for console owner. Receiving increased quality titles by the system would promote developers to adapt to the platform of Nintendo preferably. It may also consider more investments into its Wii that makes software developed by independent parties. The organization may strive to expand within the Asian markets. With increasing growth of Wii system additional users can be motivated to buy within the system. Nintendo must strive to create over the successes of the Wii as well as ADS systems, and this would boost up the organizational reputation. By the advent of family friendly as well as active games, the company has achieved the faith of widespread customers around the world. It should therefore strengthen this trust and emphasize upon improving the horizon of game titles which enhance the potential of motion-sensing technology of the Wii controller, and also building upon the exercise as well as educational capacities for game industry (Storybook and None).

The management team of the company must consider incorporating increased investments for improving the ‘exercise-gaming’ capabilities of Wii. In context to childhood obesity, this investment would prove to a smart one. Conclusion: The company is quite well-positioned for benefiting from prolonged success in video gaming industry based on several researches.

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Nintendo still has several considerations to explore prior to deciding how effectively maximize market share as well as continued profitability. The company is quite well- positioned for benefiting from prolonged success in video gaming industry based on several researches. Nintendo still has several considerations to explore prior to deciding how effectively maximize market share as well as continued profitability.