

Analysis on electronic arts sports



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Background of the Company Electronic Arts (EA) are an international organization that deals with the development, marketing, publishing and distribution of video games all over the world. US census bureau identified electronic arts as software publishers industry. Is well-established and independent producers of video games and according to the study by Thompson (2007), made global market up to \$35 billion.

In 2005, it as observed that the US made sales up to \$7 billion along with the video games made by EA, and this amount was predicted to grow more in order, to set a record. The prediction was made on the analysis that retailers would be purchasing an Xbox 360, Sony new play station and Nintendo Wii in bulk. But, unfortunately, the originality of new consoles tapered off and a decline in sale was observed by 2010. There are various factors that contribute to progress the popularity and demands of video games among masses.

Likewise, these video games were made, themes and styled to satisfy needs of all age groups specifically youth. Secondly, graphics play an important part in expanding the fame and demand of video games. Showed a tremendous growth in the global market by meeting the needs of customers and by marketed the items properly, exactly according to the increasing budgets, sale promotions and advertisement levels. The growth of the company is evidenced that from the increased employee requirement and industry size.

No matter, up to what stand the company has grown, in the competitive market there are always some opportunities, and threats that based on the

company's strengths and weaknesses (Allen, Blake man, & Demanded, 2011).