

# GAMERIC – ANALYSIS OF THE SUBSCRIPTION BUSINESS ENTERPRISE

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**Abstract** - This paper presents an inter-disciplinary domain where the two domains are ecommerce from the technology domain and a sophisticated business model from the business domain. Gamic is an upcoming platform-based game leasing subscription enterprise that specializes in providing video games titles for platforms such as: consoles and PC at more than half the literal game prices. Gamic empowers the user to lease multiple game titles synchronously for a limited period of time, no late fees, no hidden charges or delivery expenses all for a modest recurring serial fee based on the actual game price. Subscribers add the titles to their cart, accrue game titles and return them to us as per their convenience within a month and get upto 75% refund on their purchase amount.

**Key Words:** interdisciplinary, subscription, prepaid, sophisticated.

## 1. INTRODUCTION

Gamic is an upcoming platform-based game leasing subscription enterprise that specializes in providing video games titles for platforms such as: consoles and PC at more than half the literal game prices. Gamic empowers the user to lease multiple game titles synchronously for a limited period of time, no late fees, no hidden charges or delivery expenses all for a modest recurring serial fee based on the actual game price. Subscribers add the titles to their cart, accrue game titles and return them to us as per their convenience within a month and get upto 75% refund on their purchase amount. Boom of SaaS based startups Traditional video game rental and retail stores have limited shelf space in their physical stores.

In order to obtain video game rentals, consumers historically have been required to visit physical stores.

### 1.1 RESEARCH ORDERLINESS AND INTENTION OF THE REPORT

There exists a plethora of problems in the current world scenarios within the domain of video game leasing (subscription based) industry. In order to address this large cross-section of problems, we delve into the following solutions presented in this paper such as:

The blueprint required for a flourishing business, the technical and fundamental analysis, administration of the project.

Darwin said “Nature chooses you” but in reality, you have to choose yourself in this dog-eats-dog world.

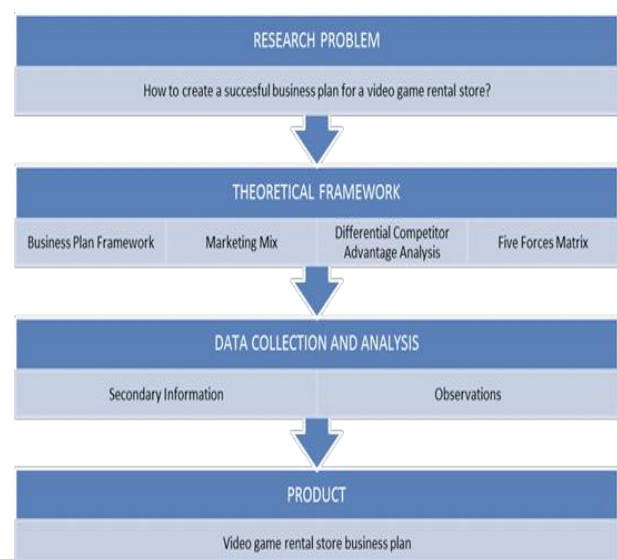
### 1.2 PROBLEM SOLVED

High purchase cost - New console video games typically cost approximately ₹ 4,000 per title and as a significant number of new titles are released each year, most consumers choose not to buy all of their desired games at these prices.

Limited title availability - Traditional video game rental and retail stores have limited shelf space in their physical stores which makes it difficult to find your desired titles in one place.

Inconvenience - In order to obtain video game rentals, consumers historically have been required to visit physical stores and then try to get the titles at bargain prices and for desired duration.

Gamic empowers the user to lease multiple game titles synchronously for a limited period of time, no hidden charges or delivery expenses all for a modest recurring serial fee based on the actual game price. Our collection contains abundant titles of upcoming trendy games. We also make sure to include backward compatibility of old-school titles which are out of fashion.



## 2. CRITICAL ANALYSIS

It's a blueprint of service BaaS, which the founder/entrepreneur must create before starting the business. It's a lengthy study of all the nooks and crannies involved in the sector which one plans to do business in. This includes the risks, Total Addressable Market (TAM), CSR, userbase, and so on. Frameworks such as: BCG, Porter's 5 Forces, SWOT Analysis, help to analyze help to create a better business plan. It is statistically proven that without a business plan - 90% of the businesses go belly up and fail.

### 1. Start with Why?

If you don't have a strong enough WHY, you never would start a business. The primary question is not "what to create" but, "how" we can create a successful enterprise framework for the above-mentioned commercial patronage. This seems a daunting task to most people so, we need to break this down into 3 stages:

#### i) Business Plan Framework:

Executive Summary: consists of the abstract of the intended business.

Mission Statement: which describes the goals of the business.

Industry Background: which is analysis of the business domain.

#### ii) Marketing Mix:

SWOT Analysis: which is a strategic planning technique.

Market Trends: customer analysis & choice modelling, product research.

#### iii) Competitor Analysis: strength and weaknesses of potential competitors based on following metrics:

- Background – location, history, Corporate Governance
- Finances – P/E ratio, Debt/Equity, Current Ratio
- Personnel – Management style, Key Employees

#### iv) BCG Five Forces Matrix:

- Potential Threats – amateur neophytes,
- Potential Threats - substitutes, contenders.
- Dickering power of customers,
- Dickering power of video game suppliers
- Free Enterprise Competition

## 3. FORGING THE ENTERPRISE FRAMEWORK

Initially, an enterprise framework or a business model can be conceived as a written summary of an entrepreneur's proposed business venture for the long term and near term, its operational and financial details, its marketing opportunities, and strategy, and its managers skills and abilities, at times a business plan may also include an exit strategy for the entrepreneur and the promoters of the business. The framework must be well-thought out of concrete vision and intention rather than just out of preconceived notion. The framework needs to be balanced

on all aspects ranging from customers, investors, promoters, institutions, employee satisfaction. There are various models for each of the above domain. The business plan makes us think of something new and of value - and agitates us to make vertical progress (0-1) instead of horizontal (1-n). By creating this business plan, Gamic will be able to provide its customers with a game subscription service like never before. With thorough understanding and joint efforts, we could foresee and predict the threats and protect the fortress of our company from the treacherous waters.

## 4. DEVELOPING THE BUSINESS STRATEGY

Figure2: SWOT Analysis

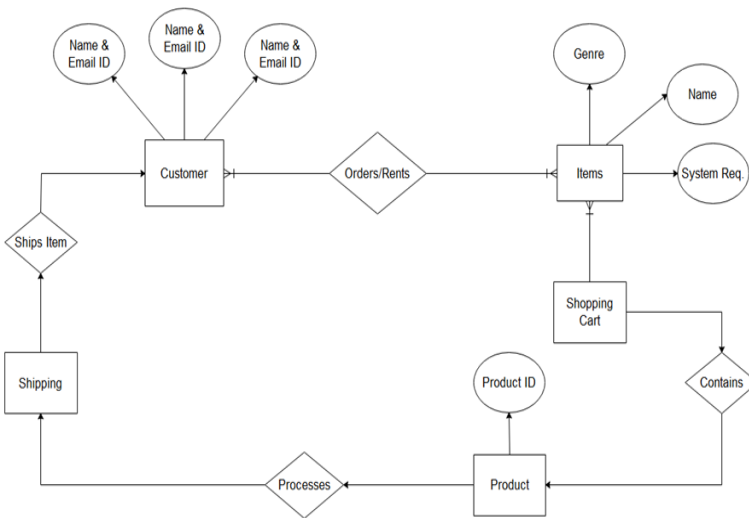
<p><b>STRENGTH</b></p> <p>Affordable Price Try Games at cheap Prices Availability of Latest Game Titles</p>	<p><b>WEAKNESS</b></p> <p>Expensive for Games with long Playtimes Bad value for players that mostly Play Multiplayer Games</p>
<p><b>OPPORTUNITIES</b></p> <p>No other credible competitor in the market. A chance to attract casual and frugal gamers who hesitate to buy games</p>	<p><b>THREATS</b></p> <p>Piracy Damage Costs Growth of Cloud Gaming</p>

The pillar of our commercial enterprise is our innate ability to be a contrarian and offer what other competitors cannot. This forte includes a rigorous pricing, ease of access and overplus titles available at the subscriber's fingertips.

The TAM (total addressable market) is one of the largest in the sector/industry. The TAM is one of the most important indicators to decide whether or not to invest in the enterprise, the enterprise should capture atleast 20% of the TAM in order for the enterprise to be successful. With our thorough research and due-diligence, we strongly expect that, this enterprise can achieve that. This endeavor is extremely scalable and has the potential to expand overseas and have a truly global reach. We are in a unique position here as there are no direct competitors, it is as if we could expect to have a monopolistic opportunity for the foreseeable future. As per our sincere enquiry in this domain, we realized that one of the important if the not the most important characteristic is the price point. The research strongly insinuates that, almost all of the subscribers are frugal and bum bellends. Hence, our SaaS (Subscription as a Service) will provide us a niche to capture this frivolous bunch of frugal minded masses.

One potential threat to this industry is overcast gaming (gaming on the go). Due to our thorough due-diligence we have curated a contingency plan to deal with the future menace. The majority of the current gaming clout is pre-dominated by incels and simps whose pet-peeve is snobbery.

### 5. BLOCK DIAGRAM



### 6. KEY SUCCESS FACTORS

- **Value** - Users will need to pay less compared to the cost of a new game. This will significantly reduce the cost of the actual purchase price\* and it will be much less painful for the customer's wallet but with no compromise on the actual gaming experience. \*Gameric will only charge upto 75% of the literal game cost.
- **Wide selection** - We offer nearly all the latest game titles as available for X-box One, Play Station 4 and PC.
- **Convenience** - Subscribers can easily select titles on the website. Once selected, the titles are delivered to them. On user demand, users can buy the game which they are currently renting but they will need to pay the required price.

**Stellar Optimization** - The system has been well optimized and cached using proprietary Content Delivery network (CDN) provided by *Cloudflare*. This provides hassle-free usage and faster content loading across the globe. We have superior server infrastructure all across the world for superior network latency and secure and encrypted payment structure. Our system uses Secure Socket Layer (SSL) certificates provided by *Sectigo RSA Domain Validation* which uses 256Bit to encrypt packets sent our received through the network/site.

### 7. VIDEO GAME INDUSTRY

Figure 3: Gaming Industry Revenue

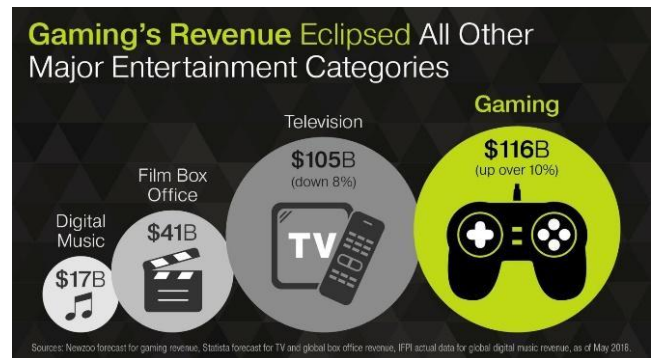
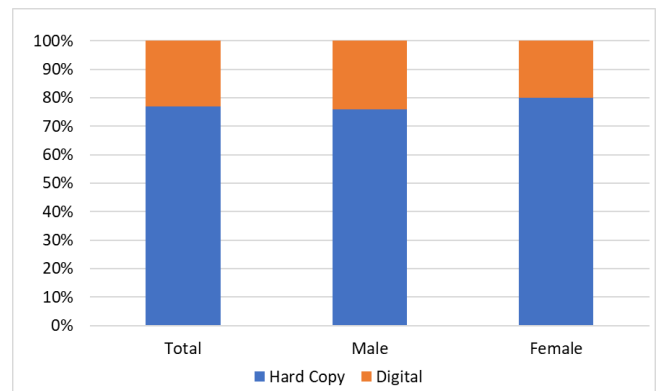


Figure 4: Game Preference



People prefer video games as hard copy instead of digital. As it is evident from the above graph that 80% of all the people prefer to purchase a hard copy of the video game. The surprising fact is that - females are prone to buy the hard copy over digital more often than males.

### 8. MARKETING STRATEGY

Target market:

The TAM (Total Addressable Market) of the gaming industry is \$116 Billion. Given the huge TAM for the gaming industry, the game rental service also has the potential to thrive in this newly created subscription as a service market (SaaS). "Among the online population of 15-28-year-old across the globe, 60% report that they play video games, and both genders are rather evenly represented, with males having a huge majority over females", based on a literary survey conducted by Cambridge Analytica it is according to a consumer study by Counterpoint Research. Males amongst the ages 15-28 exemplify the largest share in online gaming. Given the rise in popularity for platforms such as Twitch and companies sponsoring gamers with their products.

## Marketing and Advertising:

*Online advertising.* We will advertise online through search engines, advertising networks and partner websites. We will use a pay-per-click spending model on search engines and pay-per-conversion model on our various online advertising, affiliate and partner networks, in order to match our costs with new subscriber additions. In most cases we would be able to determine which customers are generated through these advertising efforts because they click through on our advertisements to a landing page in our website, which we monitor.

*Offline advertising.* We will advertise in print publications and on network and cable television channels which focus on our core customer base. Our print advertising is placed in video game and media publications, such as, Wired and PC Gamer. We will advertise on television channels. We will also partner with various consumer product companies which include our promotional offers in their product packaging.

*Viva Voce referrals.* We conceive that we have developed a loyal subscriber/customer base and will continue to do so in the future, and new subscribers/customers frequently indicate they heard about us from our current subscribers. Thus, we have decided to offer current subscribers a monetary referral incentive in exchange for referrals.

*Reactivations.* We will also focus our marketing efforts on reactivating former subscribers who had cancelled their subscriptions. We will track the reasons why subscribers cancel their accounts with us by obtaining a survey from them at the time of cancellation, which we use to tailor our marketing efforts to reactivate such subscribers. We will provide our former subscribers with notice of upcoming major title releases, upgrades and improvements to our service offerings and other significant company news or events we believe may cause them to reactivate their subscription.

## 9. CONCLUSION

The platform has no independent app for mobile phones, it is completely web - based although the website has been optimized expeditiously for mobile phones and other portable devices for a user-friendly experience. However, the future scope is to develop an app for the same. There exists a vast and untapped customer base, the likes of which have been unprecedented and yet our humble endeavor will take a leap toward a world-class enterprise. Due to this scalability we possess the ability to penetrate global markets. Currently we are limited to deliveries at a short distance due to Postal service limitations and no Warehousing as the titles are rented and swapped frequently. Thus, we have successfully implemented and completed the project - Gamic Rental, thus helping millions of gamers out there to rent their favorite and

popular titles at best available prices with convenience and ease.

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