Marketing Plan

Name:

Professor:

Course:

Date:

**Customer Profile**

Nintendo’s principal customers shall be the various gaming companies and end-user consumers in the United States of America and across the globe. The reason is because the industry’s nature of operations aligns with the company’s nature of business as its expertise lies in premiere gaming services. Moreover, the gaming market has a good capital base thus can guarantee a constant flow of capital which can improve the company’s growth. Nintendo will build a good reputation and this attribute can further advertise the company to other potential customers.

**Environmental Scanning**

Nintendo shall literally rewrite the rules of premiere gaming services. In this regard, the company seeks to inject innovation, strategic approach to gaming, and redefine professionalism in the sector to not only distinguish itself in the market but also attract and retain valuable customers. It is on this basis that Nintendo aims to enter into the gaming industry in the United States of America and maximize its impact in the market emanating from the prevailing government support of local industries. Additionally, the company has identified these lucrative opportunities and aims to position itself as the boutique organization for *inter alia* première gaming services. This business plan will aptly specify the market gap that Nintendo will be aiming to fill by having a thorough market and competition analysis. The company is alive to the competitive nature of the local market and has put in various strategies aimed at not only being competitive in the market but also becoming a market leader in the sector (McDONALD, 2016).

According to various scholars of international repute, gaming services has tremendously changed in the 21st century mainly due to advancement in technology. With the advancement in technology, Nintendo will be able to offer a variety of unique products to meet the various demands in the market. Currently, gaming is not only a viable business in the United States of America but also across the globe and Nintendo seeks to establish itself as an environmentally friendly business initiative. The gaming market in the USA has already established companies that control a major stake in the industry. It is therefore upon Nintendo to cut a niche for itself and stake its footing in the market.

With regards to the competitive environment,the company shall conduct intensive research on its competitors in a competitive market like the United States of America. By figuring out competitors, it gives Nintendo a competition advantage against them in terms of gaining higher profitability. This is achieved by studying the established gaming organizations’ strength and weaknesses. From this strategic analysis, the company will learn to avoid the mistakes that the established gaming companies have done before. Such risk avoidance is critical in establishing a company that is profitable (Paley, 2017). In this regard, Nintendo will take advantage of the various experiences of the established companies and improve on them. Similarly, the company can borrow a lot from the achievements of these organizations in formulating a workable business formula. It is important to note that the established organizations already have an imprint in the market hence benefit from having a huge customer base. Further, these companies are located at convenient locations where all the resources are easily accessible.

**Current Opportunities**

There are various current opportunities that Nintendo will be seeking to exploit. Firstly, the company will be seeking to adopt a vigorous expansion plan through which it shall expand its network to other cities and municipalities across the United States of America. This will ensure that Nintendo has a wide and entrenched presence in the local market. Secondly, the company will adopt a proactive mode of motivating its staff members through training and conducting several workshops. This is crucial in improving the skills and knowledge of employees by making sure that they are up-to date with the current trends. Thirdly, Nintendo shall form a vibrant and interactive website through which customers are able to be updated constantly on the company’s products and other developments in the organization’s our area of operation. Other than maintaining the customers’ loyalty, this is also a way of advertising (Chernev, 2015). Fourthly, the company shall also strive to offer corporate social responsibility services. As a responsible member of the community, Nintendo will endeavour to give back to the society. Lastly, the company shall strive to provide 24-hour services unlike its competitors. This will increase its customer base and reliability on the company at any time.

References

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