

Group 2

ICTMAWD-122

XXXXXXXX, XXXXX

XXXXXXXXXX, XXXXX

XXXXXXXXXXXXX, XXXXX

XXXXXXXXX, XXXXXXXX

XXXXXX, XXXXXXXXXXXXX

Table of Contents

- I. Executive Summary**
- II. Introduction**
 - a. Company Background (Company History)
 - b. Business Concept
 - c. Business Model
- III. Mission, Vision, Goals (Marketing, Monetary, Societal)**
 - a. Mission
 - b. Vision
 - c. Goals
- IV. Organizational Structure**
 - a. Organizational Chart
 - b. Roles & Duties
- V. Marketing Plan**
 - a. Target Market
 - b. Market Share
 - c. Competitive Analysis
 - d. SWOT Analysis
 - e. PESTEL Analysis
- VI. Marketing Mix**
 - 1. Product
 - 2. Price
 - 3. Place
 - 4. Promotion
 - 5. Process
 - 6. People
- VII. Financial Plan**
 - 1. Balance Sheet (Horizontal & Vertical)
 - 2. Income Statement
 - 3. Cashflow
 - 4. Financial Ratio

Executive Summary

The business first bore fruit in an event where the group conversations led to the creation of various ideas and thoughts which resulted from starting a game development company with the goal of acting as an aid to other students with An undefined amount of budget expectedly to be on a few hundred thousands of Philippine peso. Additionally, the entrepreneurs developed an enterprise known as “XXXXX”, where it is made specifically by merging the surnames of the five (5) entrepreneurs (XXX, XXX, XXX, XXX, and XXX). The mission of XXXXX is to create captivating and immersive games that inspire, entertain, and challenge players.

The company’s flagship game, “XXX,” where it is inspired from the novel “El Filibusterismo” is a testament to the commitment in developing unique, innovative, and engaging gaming experiences. As a sole-proprietorship organization, It is committed to ensuring that the company operates with agility, adaptability, and resilience, which are essential in a rapidly evolving industry. The concept for the development of the game is about the Philippines’ history and it was decided upon to use the Filipino novel “El Filibusterismo” a major part of history by the author Jose Rizal.

The requirements to forge the product will be A Pc/Unit with descent specifications, Unity Game Engine for the development of the game, Development Tool (IDE– Integrated Development Environment) a software that will be used to code and develop the game, Artwork and Graphics, Game Concept, Storyboard, Sound tracks and Design, and with the use C# Programming language.

The XXXXX company innovative enterprise in the gaming sector. With a strong focus in game development with a passion for pushing boundaries and utilizing emerging technologies, XXXXX aims to deliver high-quality educational games that resonate with players.

XXXXX aims to create memorable, entertaining and engaging gaming experiences that brings upon new light of entertainment to players. The company strives to blend creativity and exceptional storytelling to captivate gamers all around ages and backgrounds.

The company also offers a wide range of services it can offer to the masses. The expertise includes concept ideation, quality design, solid programming, art and animation, quality assurance and post-launch support. Whether it’s developing mobiles games or providing cross-platform support. It has the capabilities to bring ideas to life.

XXXXX consists of passionate individuals with diverse backgrounds and expertise. From exceptional game designers and skilled programmers to talented artists and superb sound engineers, It fosters a collaborative environment that encourages innovation and excellence. Together, The company work seamlessly to create games that resonate with players and push the boundaries of interactive entertainment.

The XXXXX company heavily value the community revolving around and actively engaging with it. Through the use of social media and foster a strong connection with the audience to actively listen to feedback , incorporate ideas and strive through improve the quality of games.

Introduction

Company Background

The seeds of their business endeavor first germinated during a thought-provoking group discussion centered around the current state of video games. It lamented the gradual loss of soul and passion in the industry as the progression of time witnessed the emergence of seemingly hollow creations. Within this group of five individuals—XXX, an aspiring graphic designer; XXX, a dedicated programming student; XXX, a programmer and graphic designer driven by their hobby; XXX, an ICT student aspiring for enhanced financial prospects; and XXX, an individual with an entrepreneurial spirit—ideas and thoughts were exchanged, paving the way for the birth of a game development company.

The collective aspiration was to infuse games with an unparalleled level of dedication, breathing life into each creation and evading the trappings of clichés that often plague the triple AAA games industry. This shared vision propelled towards establishing an enterprise that would serve as a valuable resource for fellow students. With a currently undefined budget, primarily sourced from personal allowances and a bank loan, the mission was clear: to produce games that resonated deeply with players and rekindled the essence of passion within the industry. Despite the limitations posed by the scarce resources, the team remained resolute in the determination to create captivating and immersive gaming experiences that would resonate with a broad audience. Additionally, the enterprising group decided to name their venture "XXXXX," a portmanteau derived from the surnames of its five entrepreneurs—XXX, XXX, XXX, XXX, and XXX. The core mission of XXXXX was to develop compelling games that inspire, entertain, and challenge players.

The dream of the company is to establish "XXXXX" as a reputable game development company renowned for pushing the boundaries of imagination and creativity. The goal is to become a trusted presence in the gaming industry, celebrated for delivering high-quality games catering to a diverse range of players. XXXXX epitomizes a team of passionate developers and designers dedicated to creating immersive gaming experiences that captivate players' imaginations and push the industry's frontiers. The company prides itself on its innovative approach to game design and development, and its unwavering commitment to excellence is evident in every aspect of the company's work.

One of XXXXX's flagship games, "XXX," draws inspiration from the novel "El Filibusterismo" and serves as a testament to the dedication to crafting unique, innovative, and engaging gaming experiences. As a sole-proprietorship organization, XXXXX strives to operate with agility, adaptability, and resilience, recognizing the importance of these qualities in an industry that is constantly evolving. The company firmly believes that the dedication to creating games that resonate with players, coupled with their willingness to take risks, will enable the company to achieve the goals it has put itself on and leave a significant impact on the gaming industry.

Driven by a profound love for gaming and a desire to create experiences that truly connect with players, XXXXX continually explores fresh ideas and pushes boundaries in the pursuit of delivering games that are both innovative and entertaining. Among the core values, a commitment to excellence stands out. The team is determined to produce games that not only offer enjoyment but also showcase meticulous craftsmanship and polish.

The company employ rigorous testing and development processes, actively seek feedback from players, and place great emphasis on creativity, collaboration, and excellence. With a passion for bringing the joy of gaming to individuals of all backgrounds and ages, XXXXX eagerly looks ahead to the future, willing to continue pushing the boundaries of game development and exploring new possibilities within the industry. Bolstered by a strong vision, a dedicated team, and an unwavering passion for gaming, the company is poised to achieve the objectives and make a meaningful impact on the gaming landscape.

Business Concept

The game development concept centers around the rich history of the Philippines, specifically drawing inspiration from the renowned Filipino novel "El Filibusterismo" authored by Jose Rizal. This decision was made to craft a game that not only entertains but also pays homage to a significant part of the country's heritage.

" XXXXX " is a puzzle game that derives its mechanics from the novel "El Filibusterismo" and the gameplay style of "Puzzle Express." Players are tasked with quick and efficient thinking to arrange cargo and match items before time runs out. Upon completing a row, a portion of a portrait depicting a character or scene from the novel is revealed, infusing the puzzle-solving experience with elements of discovery and storytelling. The game encompasses a diverse range of environments, including cities, villages, forests, and mountains, each presenting its own unique challenges. As players progress through the levels, they delve deeper into the narrative of the novel, uncovering its captivating story.

The primary objective of "El Filibit" is twofold: to offer players a challenging puzzle experience and to educate them about the Philippines' rich history and culture. By immersing players in an interactive exploration of the past, the company aims to foster a deeper appreciation for the country's heritage while providing an engaging and intellectually stimulating gaming experience.

Business Model

Primary Activities

Inbound logistics play a vital role in game development, necessitating a PC/Unit with suitable specifications, the Unity Game Engine, an Integrated Development Environment (IDE), artwork and graphics, a game concept, storyboard, soundtracks, design elements, and the utilization of the C# programming language. These prerequisites set the foundation for a comprehensive development process involving stages such as conceptualization, design, development, testing, and deployment. Each phase contributes to the creation of a bug-free, visually appealing game with captivating gameplay mechanics, ultimately delivering an enjoyable gaming experience to users.

Operations encompass the input of game development, including the game concept, programming languages, artwork and graphics, and sound effects. The development process adheres to the stages, ensuring the identification of the game concept and coding of game mechanics using programming languages and development tools. Rigorous testing guarantees the quality of the final output—a finished game ready for marketing and sale, offering entertainment and enjoyment to consumers.

Outbound logistics come into play when managing game distribution. Established platforms like Steam, Epic Games Store, or GOG streamline the delivery process, with features like automatic updates and game keys. Additionally, physical copies can be offered through online retailers, advertisements, or partnerships with local retailers. These outbound logistics strategies efficiently deliver the game to a wider audience, generating sales and expanding its reach.

Marketing and sales are essential in promoting the game. "El Filibit," inspired by the novel "El Filibusterismo," presents an opportunity to build a community through social media accounts. An engaging trailer can generate interest and highlight unique features. Media outlets contribute to coverage and reviews, while platforms like Facebook, Twitter, Instagram, and YouTube serve as effective channels for promotion. Targeted marketing within the school community using leaflets, flyers, and infographics further generates interest and support.

By seamlessly integrating inbound logistics, operations, outbound logistics, and marketing and sales strategies, the game development process can be efficiently managed, allowing the game to reach its intended audience and provide an immersive gaming experience. This comprehensive approach ensures success for the enterprise by driving sales and fostering a thriving gaming community.

Support Activities

In terms of procurement, the enterprise will acquire essential resources such as personal computers, laptops, an Integrated Development Environment (IDE), and game engines to facilitate the game development process.

Regarding technology development, the game will be coded and developed using the industry-leading Unity game engine and the powerful C# programming language. Additionally, Adobe Photoshop will be employed to craft meticulously designed elements, sprites, and sprite sheets for the game.

To ensure effective human resource management, a skilled team leader will be appointed to oversee performance management and ensure seamless task execution among the developers. Furthermore, the developers and team members will undergo a carefully structured onboarding process, enabling them to quickly adapt and meet project requirements within the specified time constraints.

In terms of firm infrastructure, CALEA stands as a specialized enterprise in video game creation. The company operates through a series of interconnected phases, collaborating synergistically to breathe life into captivating games. The creative team spearheads the process by conceptualizing the game, generating innovative ideas, and crafting captivating designs. The technical team follows suit, bearing responsibility for the development of cutting-edge game technology. The meticulous testing and quality assurance team diligently ensure that the game is free of bugs and upholds the highest standards of quality. Lastly, the marketing and sales team takes charge of promoting the game, generating widespread interest and engaging customers with compelling marketing strategies.

Mission, Vision, Goals (Marketing, Monetary, Societal)

Mission

The XXXXX company exists to create impactful video games that bring positive change to people's lives. With a passion for creativity and knowledge, we aim to build a community of gamers who share an interest in Filipino literature. Through captivating and immersive gameplay experiences, we foster a sense of cultural pride and promote meaningful connections. Our mission is to inspire personal growth, inclusivity, and positive transformation, pushing the boundaries of storytelling and gameplay. We strive to be a beacon of inspiration in the gaming industry, one game at a time.

Vision

The company in five years aims to create a unique gaming experience that allows players to explore the themes and characters of the novel it's inspired by, while also providing a fun and accessible gameplay for all. We aim to use technology to bring the story to life in a unique way, and to inspire a love of literature among a new generation of gamers.

Goals (Marketing, Monetary, and Societal)

Marketing

The company's first priority is to effectively advertise the game by engaging and capturing the attention of our target audience. Through compelling marketing campaigns, The company aims to create awareness, generate interest, and entice players to explore the immersive gaming experience. By strategically allocating resources and employing innovative advertising strategies, the company seek to drive increased revenue and cultivate a loyal player base.

In order to expand the presence and elevate the brand recognition, It is planned to leverage merchandise sales. By offering a range of carefully crafted products inspired by the game, The company aims to create a deeper connection with the community and extend the reach beyond the digital realm. This strategic approach not only generates additional revenue streams but also serves as a marketing tool, enhancing the visibility and reputation of the enterprise.

Recognizing the importance of accessibility and broadening the player base, The company is committed to implementing cross-platform compatibility for it's games. This integration with other platforms ensures that players can enjoy the immersive experiences on various devices, including consoles, PCs, and mobile devices. By removing barriers to entry and increasing accessibility, It strives to expand the reach and engage with a wider audience, fostering a vibrant and inclusive gaming community.

Monetary

The company prioritizes the long-term growth and advancement of our enterprise by strategically investing profits. By reinvesting our earnings, we can fuel further monetary and technological advancements. This approach enables us to continuously innovate, enhance the quality of our games, and stay at the forefront of the industry. It also ensures the stability and sustainability of our operations, allowing us to deliver exceptional gaming experiences to our community. unnecessary expenses from the enterprise.

To maintain a healthy financial position, we conduct thorough financial assessments to identify and eliminate any unnecessary expenses. By carefully reviewing our expenditure, we can optimize our resources and allocate them efficiently. This approach enables us to streamline operations, reduce costs, and maximize profitability, ultimately strengthening our financial foundation and positioning us for long-term success.

Recognizing the potential for growth and diversification, we actively explore new markets and opportunities. By expanding our product offerings to include other educational games and learning resources, we can tap into broader segments of the market. This strategy not only increases our revenue streams but also allows us to cater to a wider range of audience needs. It positions us as a comprehensive provider of educational gaming solutions, solidifying our position as a leader in the industry.

Societal

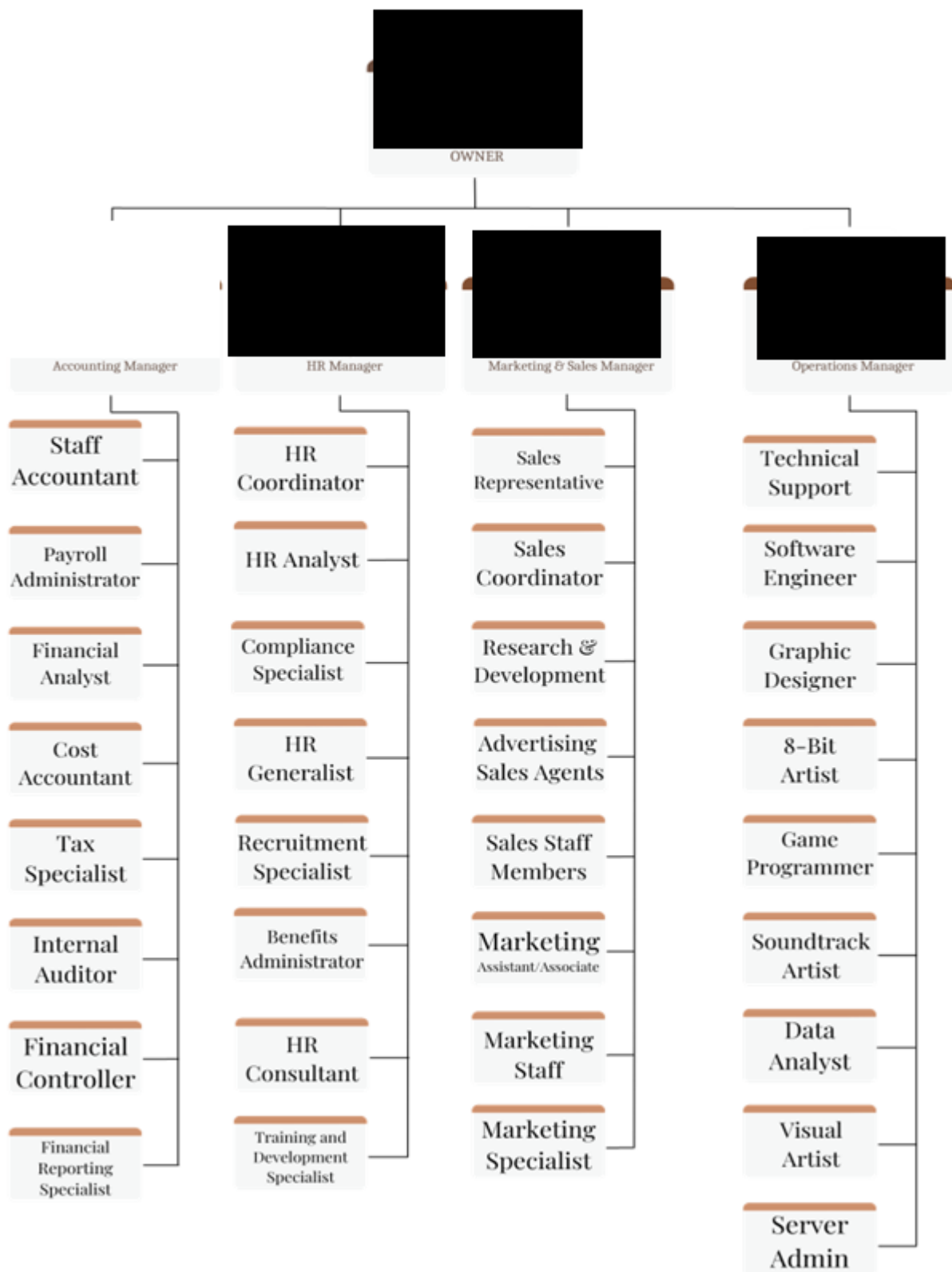
The company believes in the power of education to transform communities. The educational games the company creates are designed to address relevant social issues and promote positive values. By collaborating with educational institutions, community organizations, and cultural institutions, It contributes to the development of well-rounded individuals and foster a sense of unity and inclusivity within society.

The primary focus is on people's growth, learning, and well-being. the educational games provide interactive and engaging experiences that promote critical thinking, problem-solving, and knowledge acquisition. The company aims to empower individuals of all ages by offering educational games that enhance their skills, expand their horizons, and support lifelong learning. By creating a positive impact on people's lives, It strives to make a meaningful contribution to personal development and societal progress.

The company is committed to environmental sustainability in all aspects of the game development process. Instead it uses opt to use zero packaging at all and instead selling the game digitally, by not using any form of physical packaging it avoids possible waste generation, and strive to reduce the carbon footprint. By adopting sustainable practices, the company contribute to the preservation of the environment and help create a greener future for generations to come.

Organizational Structure

Organizational Chart



Roles & Duties

Owner

The owner sets the direction for the company being the backbone of the company by creating strategies, leading and managing the business while also being responsible for the risk taken and making calculative decisions for the betterment of the company.

Accounting Manager

The accounting manager of a game development company has several duties, including managing financial records, ensuring compliance with accounting standards, and providing financial information to support business decisions. The accounting manager are responsible for monitoring the company's financial health by tracking revenue and expenses, preparing financial statements, and conducting audits. The accounting manager also manages payroll, tax compliance, budgeting, and provides financial advice to other departments within the company. The role of an accounting manager is vital in ensuring financial stability and for the success of the game development company.

HR Manager

The HR (Human Resources) manager is responsible for managing the organization's workforce, including recruitment, training, and employee relations. The HR manager are also responsible for administering employee compensation and benefits and ensuring compliance with labor laws and regulations. The HR manager plays a critical role in attracting and retaining employees, which is essential for the company's success.

Marketing & Sales Manager

The marketing & sales manager are responsible for developing marketing strategies to promote the game to its target audience. This includes identifying target markets and creating promotional materials and campaigns. the marketing & sales manager conducts market research to gain insights into consumer behavior, preferences, and trends. This includes analyzing data on competitors, developing, and analyzing sales data, consumer preferences, and market trends to make an effective marketing and sales strategies.

Operations Manager

The operations manager is responsible for managing the technology infrastructure of the company to ensure it is secure, efficient, and effective. The roles of an operations manager are to support the company's technology needs by managing hardware and software systems, fixing technical problems, and introducing new technologies to improve productivity. Additionally, the operations manager is also responsible for maintaining network security, data backup and recovery, and managing access to confidential information. The operations manager is essential in ensuring that the company's technology is dependable, secure, optimized, and effective.

a. Target Market

Geographic:

The primary target audience for the game in terms of geography consists of teenagers and young adults residing in XXXXX, XXXXX, where the company is currently located. Given that the game is based on "El Filibusterismo," a novel written by José Rizal, a renowned national hero in the Philippines, it is expected to captivate individuals who possess familiarity with the novel, its setting, and its historical context. By aligning with the local audience, the company can easily find the market to effectively promote its products and establish stronger connections with customers in close proximity.

Demographic:

The demographic profile that the company plans to target are tech-savvy teenagers and young adults, specifically those aged 13 years old to 25 years old, who are already familiar with block games. However, it is important to note that the game's educational nature broadens its appeal and makes it suitable for players of all ages.

Psychographic:

The company's target customers can be divided into two distinct psychological profiles. The first group comprises individuals who have a genuine passion for playing video games and are actively seeking immersive and captivating experiences. The second group consists of those who are enthusiastic about delving into the world of literature, specifically interested in learning about the novel "El Filibusterismo" by José Rizal but prefer a more entertaining and interactive approach. By catering to these unique psychological profiles, the company aims to engage customers who are looking for a seamless fusion of gaming enjoyment and educational exploration.

Behavioral:

The company's target audience consists of individuals who have a strong desire for both entertainment and educational value in their gaming experiences. The game " XXXXX " particularly appeals to those who appreciate creativity, enjoy a good challenge, and have a genuine interest in exploring new cultures and stories. By catering to these specific preferences, the company aims to attract customers who are not only seeking engaging entertainment but also value the opportunity to learn and broaden their knowledge through immersive gameplay.

b. Market Share

c. Competitive Analysis

The competitive analysis is to identify the main competitors. In the case of "El Filibit," the competitors are likely to be other adventure games with historical themes, such as "Assassin's Creed" or "Uncharted." Once the competitors have been identified, XXXXX Company can start to analyze their strengths and weaknesses, as well as the marketing and distribution strategies. One key area to consider when analyzing the competitors is the target audience. Who are the company is trying to reach, and what are the customers looking for in an adventure game. Another important factor to consider is the unique features and gameplay mechanics of the competitors. What sets them apart from other adventure games, and how can they differentiate " XXXXX " in the market.

XXXXX learning objective is to improve literacy and understanding of the novel "El Filibusterismo" for students aged around 13-25 or higher. It aims to achieve learning outcomes related to proficiency in addition, subtraction, multiplication, and division. The game mechanics involve completing puzzles using blocks to form images. When benchmarked against Assassin's Creed, a game aimed at enhancing problem-solving and critical thinking skills for an audience aged 25-34, XXXXX differs in terms of its historical settings, cultural and architectural aspects. XXXXX's gameplay mechanics focus on exploring an open-world environment with historical settings and interacting with historical figures while undertaking quests.

XXXXX distinguishes itself from Assassin's Creed by targeting a different audience and focusing on different objectives. While Assassin's Creed appeals to a mature audience (25-34) and emphasizes historical settings, cultural aspects, and architectural exploration, El Filibit is tailored for students (around 16-18 or higher) with the goal of improving literacy and understanding of the novel "El Filibusterismo." El Filibit utilizes block-based puzzles to create images and centers its gameplay around the themes and characters of the novel, providing a unique and literary-focused experience.

SWOT Analysis

- Strengths

The enterprise possesses several key strengths that contribute to its competitive advantage. Firstly, it has developed a unique storyline inspired by a popular novel, which provides a compelling narrative that engages and educates players. Additionally, the enterprise benefits from an aspiring team of developers who are passionate about creating an educational game. Their fresh ideas and commitment result in a unique and engaging gameplay experience. Moreover, the enterprise leverages modern game design techniques and technology to create an immersive and interactive educational game. This ensures that the game is visually appealing, intuitive to use, and capable of delivering an effective learning experience.

- Weaknesses

While the enterprise has several strengths, it also faces certain weaknesses that need to be addressed. One of these weaknesses is the limited budget for marketing and promotion, which may restrict the reach and visibility of the game among the target audience. Additionally, the enterprise has limited experience in marketing and distributing games, which can pose challenges in effectively reaching the intended audience and maximizing the game's exposure and potential sales. Furthermore, the presence of established game franchises in the market presents potential competition, requiring strategic differentiation and targeted marketing efforts. Lastly, the enterprise lacks experience in both game development and marketing, which may result in delays, quality issues, or suboptimal strategies, impacting the overall success and market acceptance of the educational game.

- Opportunities

The enterprise can capitalize on various opportunities to expand its market presence. Firstly, there is a growing market for mobile games, especially in the educational sector. By targeting mobile users who seek educational and entertaining experiences on their devices, the enterprise can tap into this expanding market. Secondly, potential partnerships with Filipino cultural organizations and institutions provide opportunities for promotion and support. Collaborating with these entities can help the enterprise reach its target audience, align with cultural values, and gain credibility within the community. Lastly, there is an opportunity to expand the game to mobile platforms, enabling access to a wider audience and leveraging the popularity of mobile devices for educational gaming. This expansion can enhance market reach and potentially increase revenue streams.

- Threats

While the enterprise has strengths and opportunities, it must also be aware of potential threats. The rapidly evolving nature of technology poses a risk, as failure to adapt and incorporate new features or emerging trends may quickly render the educational game outdated. Staying up-to-date with technological advancements is crucial to remain competitive. Economic downturns represent another threat, as decreased consumer spending on entertainment products, including educational games, may occur during challenging economic periods. The enterprise should be prepared to navigate potential fluctuations in consumer spending. Additionally, the market for educational games is highly competitive, with numerous popular games already available. To stand out and attract players, the enterprise needs to differentiate its game through innovative features, engaging content, and effective marketing strategies.

- Political

Political factors play a significant role in shaping the game development landscape. Government regulations on video games, such as content ratings and censorship laws, can have a direct impact on the development, distribution, and marketing of games. Compliance with these regulations is essential to ensure that games are available in target markets. Additionally, the political stability of these markets influences sales and distribution activities, as it creates a favorable business environment.

- Economic

Moving on to economic factors, game developers must consider the economic conditions of their target markets. Understanding the purchasing power and consumer spending patterns is crucial for assessing the demand for video games. Economic factors, including disposable income and unemployment rates, can significantly impact consumers' willingness to spend on games. Moreover, analyzing the costs of production and distribution helps companies optimize their resources and pricing strategies to remain competitive in the market.

- Social

Social factors play a vital role in shaping the game development industry. The popularity of video games and the gaming culture in target markets provide opportunities for developers to cater to a large and engaged audience. Analyzing the demographics of potential customers, such as age and gender, helps in understanding their preferences and interests. Moreover, staying informed about trends in gaming preferences and technology, such as the rise of mobile gaming and virtual reality, enables developers to adapt their strategies and offerings accordingly.

- Technological

Technological factors have a profound impact on the game development industry. The constant evolution of technology brings about changes in online gaming platforms and distribution channels. Developers must adapt to these changes, such as the shift towards digital distribution and the rise of streaming platforms, to reach their target audience effectively. Additionally, considering cybersecurity risks and addressing concerns related to online gaming is essential to safeguard customer data and maintain trust in the digital space.

- Environmental

Environmental factors have gained prominence in recent years, and game developers must be mindful of their environmental impact. This includes monitoring energy consumption, reducing

carbon footprint, and implementing sustainable practices in game production and distribution. Adhering to environmental regulations and laws in target markets not only ensures compliance but also showcases a commitment to eco-friendly practices. Developers can also incorporate environmentally friendly strategies, such as utilizing renewable energy or minimizing packaging waste, to contribute to a more sustainable industry.

- Legal

Lastly, legal factors are integral to the game development industry. Developers must navigate intellectual property laws and copyright infringement risks to protect their original game content. Compliance with data privacy laws and regulations is crucial for collecting and storing customer data securely. Moreover, understanding consumer protection laws and regulations related to game content and advertising is essential to maintain trust with the audience.

- Product

The main product is the XXXXX game, which is a mobile app game inspired by the novel El Filibusterismo. It allows players to immerse themselves in the world of the novel, interact with the characters, and solve puzzles. The game is designed for those who enjoy strategy and puzzle games. It is a differentiated product because it has the sole purpose of enhancing the literacy understanding of players by including learning factors, storytelling from the novel itself, and a unique engaging theme, which sets it apart from other games.

- Price

The price of the game will be similar mobile app games in the market which is around ₱149.00. The price point will be carefully determined based on the level of quality and complexity of the game, and the target market's willingness to pay.

- Promotion

A comprehensive marketing plan will be developed to promote the game through various channels, such as social media, partnerships, and advertising. The company will also participate in events and conferences related to the gaming industry to increase awareness and build relationships with potential customers and also to create sales for the game.

- People

The people behind the XXXXX Company will be comprised of amateur game developers, designers, and marketers. The team will work together to create a high-quality game that meets the expectations of players and stays true to the novel's themes and characters.

- Positioning

XXXXX is a unique video game that offers an immersive puzzle experience inspired by the classic novel El Filibusterismo. With its engaging storyline and challenging gameplay, XXXXX is positioned as the perfect game for puzzle enthusiasts who are also interested in literature and history.

Positioned as a game that offers both entertainment and education, XXXXX appeals to a wide audience, including literature lovers, puzzle enthusiasts, and anyone who enjoys challenging and engaging gameplay. Whether played for fun or for learning, XXXXX is sure to provide a unique and memorable gaming experience.

In addition to its unique gameplay and engaging storyline, XXXXX can stand out even more by offering a range of services that enhance the gaming experience for players. Here are some possible services that can be offered which is Personalized support to players through chat or email can help them troubleshoot issues they may encounter and improve their overall experience and cross-platform compatibility making the game available on multiple platforms such as mobile devices, desktop computers, and gaming consoles can expand its reach and accessibility to a wider audience.

- Place



8WGR+945, XXXXX, XXXXX, XXXXX is the chosen location to conduct the sale of the game there with the target customers being families as it is a place of vacation and rest which has a high chances of customer being families in there, local residents as the location contains nearby malls which has a mass density of people strolling around the area, tourists who wishes to experience the establishment and explore around it as it is a renowned attraction for individuals, couples who wishes a romantic outdoor dining who are looking for a romantic getaway and students that mostly wander into these region after classes to seek enticement.

The location will develop with a lot more enterprises with more conglomerate being established in the area and more real estate buildings near the location will surely increase the residents in the area with a higher rate of customers being present.

The location will however require a Business Registration to register the business with Department of Trade Industry (DTI), Securities and Exchange Commision (SEC) or the Cooperative Development Authority (CDA) depending on the legal structure. It also require a Mayor's Permit which allows it to operate legally, A Tax Registration to comply with tax obligations, Zoning clearance which certifies the business is allowed to operate and Business permits and licenses depending on the business.

The chosen location for conducting the sale of the game is 8WGR+945, Emilio Aguinaldo Hwy, Dasmariñas, Cavite. The target customers for the game are families, local residents, tourists, couples, and students. The location is a popular place for vacation and rest for families, and it has nearby malls with a high density of people strolling around the area, making it an ideal location for local residents. Tourists also visit the establishment to explore and experience its attractions. Couples who want a romantic outdoor dining also frequent the area, and students often visit the region after classes to seek enticement.

The area around the location is expected to develop with more enterprises and real estate buildings being established in the area, which will increase the number of residents and customers in the area.

However, the location will require a Business Registration with the Department of Trade Industry (DTI), Securities and Exchange Commission (SEC), or the Cooperative Development Authority (CDA), depending on the legal structure of the business. It will also need a Mayor's Permit to operate legally, a Tax Registration to comply with tax obligations, a Zoning clearance to certify that the business is allowed to operate, and Business permits and licenses depending on the business.

1. Balance Sheet (Horizontal & Vertical)

Transaction

Transaction Table

Balance Sheet

2. Income Statement

3. Cashflow

4. Financial Ratio