







| #  | STRENGTHS (+)   |  |
|----|---|---|
| 1  | Strong and well-recognized brand                                      |   |
| 2  | Innovative and unique gaming consoles and handheld devices            |   |
| 3  | Iconic intellectual properties and game franchises                    |   |
| 4  | Dedicated and loyal fan base  |   |
| 5  | Successful integration of both casual and hardcore gaming experiences |   |
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| #  | OPPORTUNITIES (+)  |  |
|----|--|---|
| 1  | Expansion into emerging markets and regions                                |   |
| 2  | Development of new game franchises and intellectual properties             |   |
| 3  | Collaboration and partnerships with other entertainment industries         |   |
| 4  | Growth in mobile gaming and expansion into smartphone apps                 |   |
| 5  | Focus on virtual reality (VR) or augmented reality (AR) gaming experiences |   |
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| #  | WEAKNESSES (-)  |  |
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| 1  | Limited third-party game support compared to competitors    |   |
| 2  | Reliance on a few key franchises for revenue generation     |   |
| 3  | Vulnerability to rapidly changing technology trends         |   |
| 4  | Limited online service capabilities compared to competitors |   |
| 5  | Dependence on hardware sales for profitability              |   |
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| #  | THREATS (-)  |  |
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| 1  | Intense competition in the gaming industry                   |   |
| 2  | Rapid technological advancements by competitors              |   |
| 3  | Piracy and unauthorized distribution of games and software   |   |
| 4  | Changing consumer preferences and gaming habits              |   |
| 5  | Economic downturns impacting consumer discretionary spending |   |
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