



# SWOT ANALYSIS

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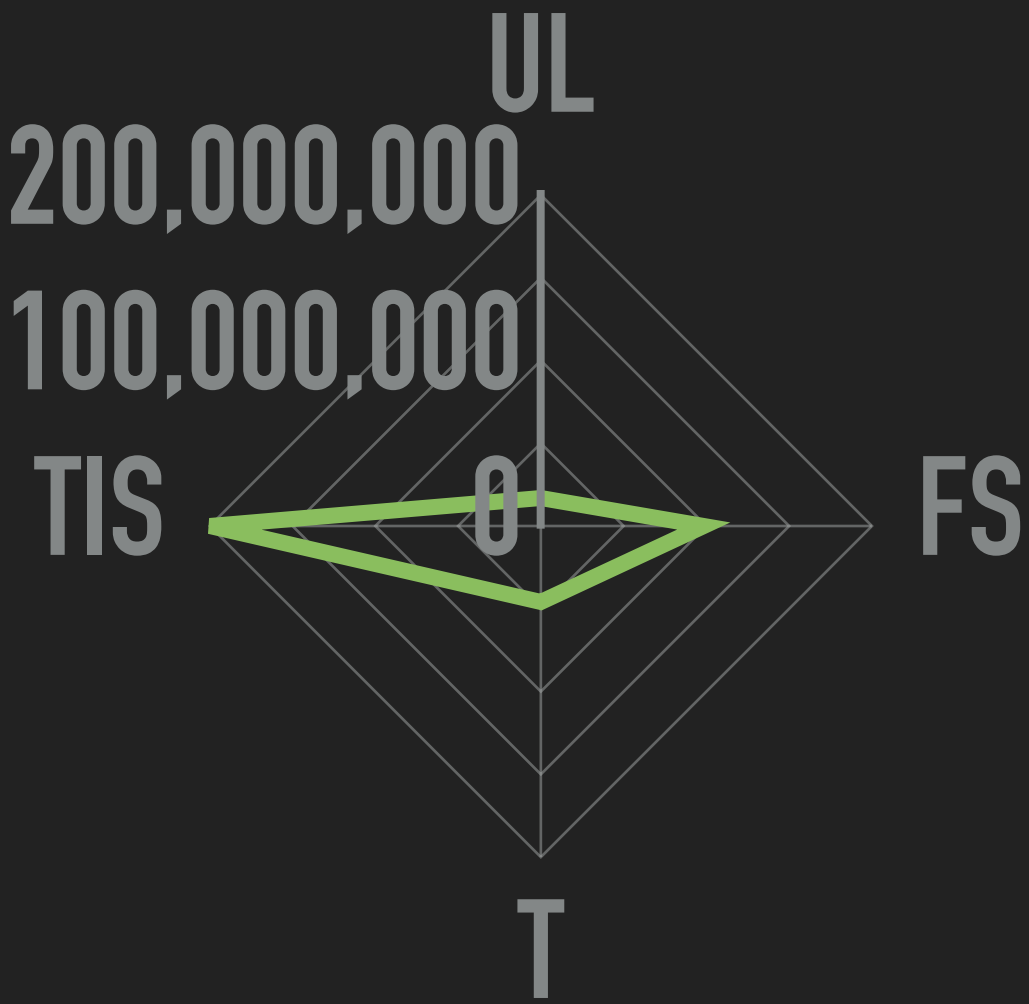


Undead Labs - UL

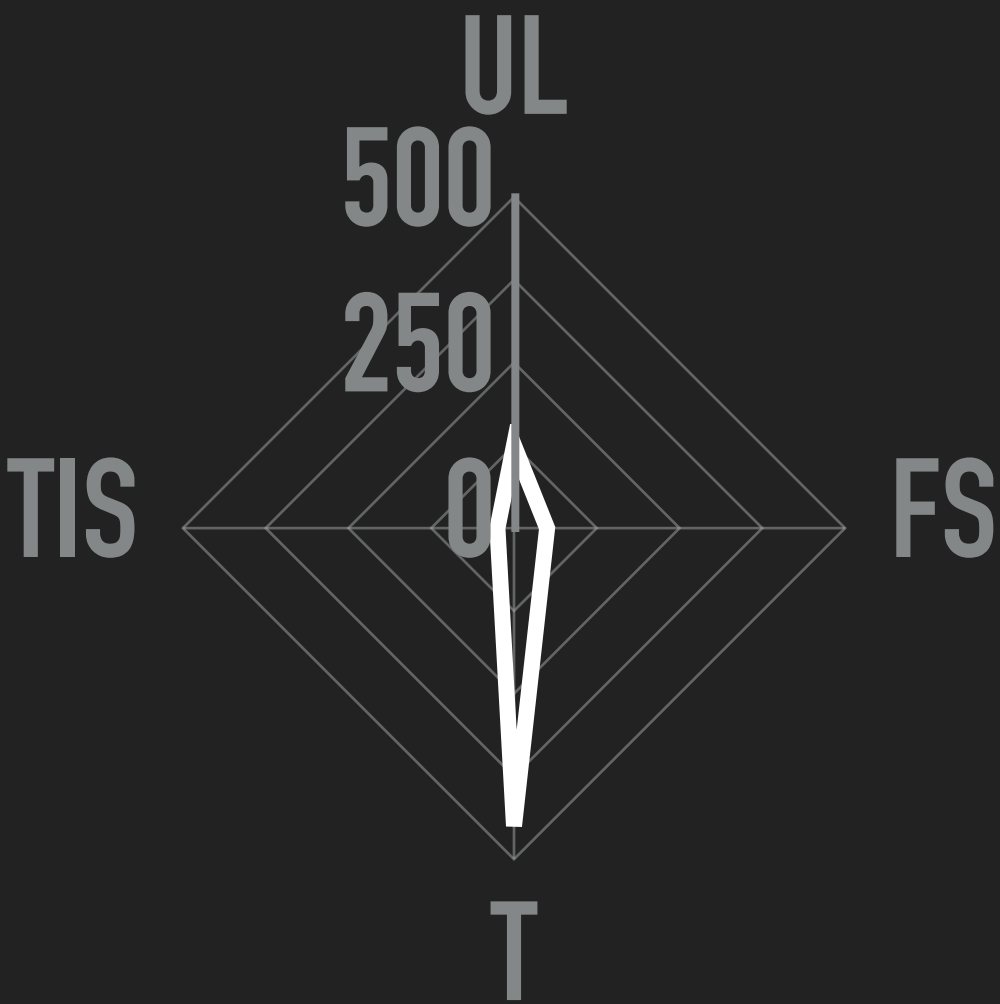
Facepunch Studios - FS

Techland - T

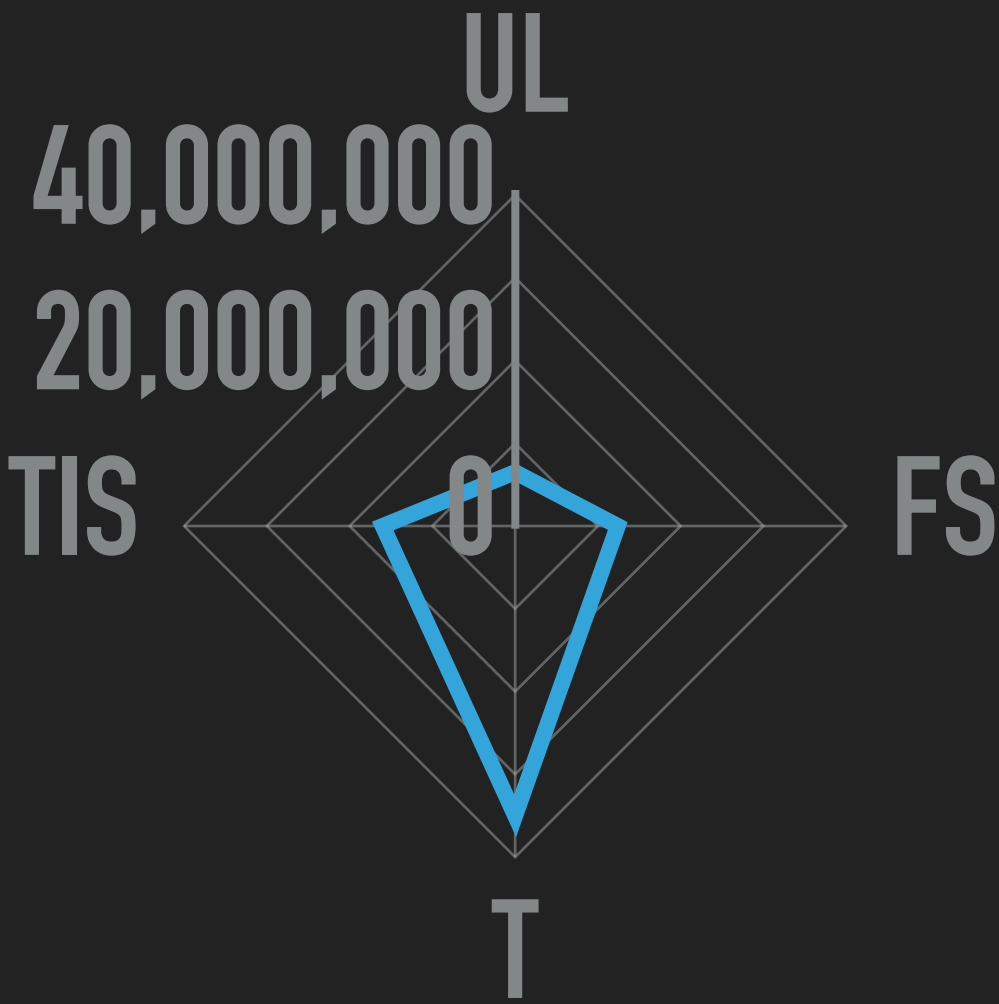
The Infected Squad - TIS



Revenue



Studio Size



Games Sold

# ANALYSIS GRAPH

# STRENGTHS

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- **Unique IP and Genre Dominance:** State of Decay established Undead Labs as pioneers of the zombie survival genre, offering a distinct blend of base-building, resource management, and character-driven narratives.
- **Community Engagement:** A passionate and engaged community drives word-of-mouth marketing and provides valuable feedback for game development.
- **Development Expertise:** The team boasts experience crafting atmospheric and immersive worlds, evidenced by State of Decay's open-ended gameplay and dynamic environments.
- **Potential for Monetization Diversification:** While relying on single-title sales, opportunities exist for DLCs, micro-transactions (e.g., cosmetic customization), and strategic partnerships.

# WEAKNESSES

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- **Limited Genre Portfolio:** Focusing solely on the zombie survival genre restricts player base expansion and may lead to fatigue over time.
- **Technical Limitations:** As a smaller studio, constraints in budget and resources can hinder graphical fidelity and gameplay complexity compared to larger competitors.
- **Marketing Reach:** Limited marketing budget compared to AAA developers can make it harder to reach broader audiences and compete for attention.



# OPPORTUNITIES

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- **Genre Expansion:** Explore other horror or apocalyptic subgenres while retaining the core strengths of immersive world-building and player agency.
- **Platform Expansion:** Porting games to mobile or streaming platforms like Stadia can reach new audiences and generate additional revenue streams.
- **Live Events and Community Content:** Foster engagement through temporary events, user-generated content competitions, and mod support.
- **Strategic Partnerships:** Collaborate with established franchises or genre veterans to leverage their resources, brand recognition, and cross-promotion potential.

# THREATS

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- **Genre Saturation:** The increasing number of zombie survival games could lead to player preference shift and audience fragmentation.
- **Competition from Larger Studios:** AAA developers with substantial resources and marketing budgets pose a direct challenge in attracting players and media attention.
- **Changing Player Preferences:** Fast-evolving gaming trends and evolving player expectations could render current gameplay mechanics or narrative themes less appealing.

# ADDRESSING WEAKNESSES

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- **State of Decay 2's cross-generation release addressed technical limitations to some extent, offering a more polished experience on newer consoles.**
- **Engaging with modders through official support tools and community events mitigates limitations by leveraging external talent and creativity.**
- **Partnerships with streaming platforms like Twitch showcase the game to new audiences and promote community interaction.**



# CAPITALIZING ON OPPORTUNITIES

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- **State of Decay: Heartland** explored a different time period within the zombie survival genre, showcasing potential for genre expansion while retaining core gameplay elements.
- **Live events** like Juggernaut and Red Talon Supply Drops in State of Decay 2 injected fresh content and gameplay twists, boosting player engagement.
- **Community contests** for user-generated maps and challenges leverage player creativity and build community involvement.



# MAINTAINING COMPETITIVE EDGE

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- **Focus on innovation within the genre:** Introduce new mechanics, narrative hooks, or gameplay modes to differentiate from competitors.
- **Double down on community engagement:** Continue fostering a strong and collaborative community, utilizing their feedback and enthusiasm as a marketing tool.
- **Leverage partnerships strategically:** Collaborate with established franchises or platforms to broaden reach and attract new players without losing their unique identity.
- **Embrace data-driven decision-making:** Utilize player data and analytics to understand preferences, optimize monetization strategies, and prioritize development efforts.



# SOURCES

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**Ryan, J. (2010). The Psychology of Video Games. Routledge.**

**Walker, P. (2015). The Rise of Live Operations in Video Games. GamesIndustry.biz.**

**Walker, P. (2017). The Rise of Influencer Marketing in the Video Game Industry. GamesIndustry.biz.**