



MARKETING STRATEGY

GAMING INDUSTRY

SMAAASH

M-316 RITURAJ KARANDE

M-317 SHREYAS KHADYE

M-318 AYUB KHAN

M-319 SHIVAM KHAPRE

M-320 ADITYA KIRDAT



Launch: 2012

Owner: Shripal Morakhia

Industry Location: Utopia City (Lower Parel)



HIGHLIGHTING CONCEPTUAL CORRELATION

STRENGTHS

- One-stop destination for entertainment.
- Diverse offerings.
- Subscription-based services.

OPPORTUNITIES

- Growing gaming market.
- Expansion into new markets.
- Partnerships and collaborations.

SWOT ANALYSIS

WEAKNESS

- Limited geographical presence.
- High competition.
- Rely on technologies

THREATS

- Changing consumer preferences.
- Technological advancements

7S MCKINSEY FRAMEWORK

- **Shared values:** Smaaash's shared values include innovation, customer satisfaction, and providing a unique and immersive experience to its customers.
- **Strategy:** Smaaash's strategy is to provide an innovative social experience of sports, virtual reality, music, and dining to family, friends and childrens.
- **Structure:** Smaaash has a centralized organizational structure with a focus on innovation and technology which works on building new games and experiences.
- **Systems:** Smaaash has implemented various systems to manage its operations, including inventory management system, and customer relationship management system.
- **Skills:** Smaaash has a team of skilled developers, designers, and customer service representatives who are trained to provide an excellent customer experience.
- **Staff:** Smaaash has a diverse team of employees and marketing proffesionals.
- **Style:** Smaaash has a culture of innovation and creativity, with a focus on providing a unique and immersive experience to its customers.



INDUSTRY CORRELATION THROUGH VISIT



Activities offered

Racing simulators, Go – karting, VR games, Bowling, Cricket, Dining, Music, Etc

Customized offering

Smaaash offers team-building activities for corporate clients and discounts to students on college ID.

Targeting

Smaaash target all the demographics categoring from childrens, teenagers, and adults.

COMPETITORS OF SMAASH GAMING COMPANY



PROBLEM FACED BY THE ORGANIZATION

- **Switching segment was very small.**
- **Modest level of emotional investment in the product.**
- **Rapidly changing market conditions.**
- **Expectation of the consumers**
- **Failings of psychographics analysis**

SOLUTION BY THE TEAM

Expansion Strategies: Smaaash should plan to grow from 22 stores to 50 stores in the next 6 months, with a mix of metros and smaller cities. This expansion includes traditional Smaaash formats as well as shooting range formats.

Festive Strategy and Unique Offerings: The company should focus on exciting games and offers ahead of the festive season, aiming to provide a unique gaming and entertainment experience

Collaborations and Sponsorship: Explore collaborations with popular sports figures, influencers, or entertainment personalities.



THANK YOU PREETI KAUSHIK MADAM FOR THE ASSIGNMENT!