

Marketing Plan Strategy

In view of the fact that our games will be coupled to current news proceedings, we will put emphasis on our focus on originality along with impressive service and the rate of growth for our consulting customers (Bangs, 2002). It is vital for us to obtain a market fast in order to get the most out of the news event that is connected with the game. The longer the impediment amid game commencement and game release, the less the dissemination of that particular game.

It has been noted that gamers like sharing ideas and notes to other gamers. On our web site, we will ensure we establish a new forum that will foresee that different people can post and take action to comments without restraint as well as issue out suggestions for new games or what should be added to already existing games.

For one to be part of the forum he or she will be required to register and individuals who would have created post more often will be rewarded with an outstanding label, a gold star, next to their profile to demonstrate to the other users that they are a "super contributor" to the forums. For our demographic which will mainly consist of the young adults, this super contributor tag will be an indication of their loyalty to our company and to our entire mobile games (Bangs, 2002).

Conclusion

Based on the above analysis that is from the distribution channels, target market and competitors analysis, it is correct when we state that mobile wireless news game (MWNG) appears to be profitable and greatly displays a strong outlook for the market share and significant segment growth. Upon



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**Kwan S. Kim, Robert B. Mabele, Michael
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