



Escuela de Negocios  
& Comunicación

**Scenario: Spanish Video  
Game Company Entering the  
Chinese Market**

A large, solid blue circle that occupies the right half of the slide, partially overlapping the text.

**Presentation**

# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación



Spanish Video Game Company Entering the Chinese Market

[www.davidguardo.com](http://www.davidguardo.com)



# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación



Spanish Video Game Company Entering the Chinese Market

[www.davidguardo.com](http://www.davidguardo.com)

# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

*Reevaluation of Target Markets:*

*Should we consider other international markets where the introduction of the game might be more feasible?*

*Are there markets with cultural and economic characteristics more aligned with our game?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)



# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

## *Product Adaptation:*

*Is it possible to make modifications to the game to make it more appealing to the Chinese market?  
How can we adapt the story, characters, or gameplay effectively?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)

# Scenario: Spanish Video Game Company Entering the Chinese Market

*Local Strategic Partnerships:*

*Should we seek partnerships with local companies in China that have experience in the video game market? What advantages could these partnerships bring?*



# Scenario: Spanish Video Game Company Entering the Chinese Market

## *Long-Term Strategies:*

*Is it feasible to develop a long-term strategy for the gradual introduction of the game to the Chinese market? Could we start with a more limited approach and expand over time?*



# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

*Additional Market Research:*

*Do we need to conduct more detailed market research in China to better understand player preferences and current trends?*

*What additional insights could we gain from local competitors and feedback from Chinese players?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)



# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

*Resources and Budget:*

*What would be the costs associated with entering the Chinese market and adapting the game? Do we have the necessary financial resources to support this strategy?*

*How will we effectively allocate our budget to address specific challenges in the Chinese market?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)

# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

*Contingency Plan:*

*Should we develop a contingency plan that includes alternative strategies if entering the Chinese market proves too complicated?*

*What other markets or approaches could we consider if we decide to postpone entry into China?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)

# Scenario: Spanish Video Game Company Entering the Chinese Market

*Measuring Results and Continuous Learning:*

*What key performance indicators will we use to assess our success or failure in the Chinese market? How will we learn from the experience and apply that knowledge to future projects?*





# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

## *Risk Assessment:*

*What are the specific risks of attempting to enter the Chinese market, and how can we manage them effectively?*

*Should we conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to better understand our strategic position?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)

# Scenario: Spanish Video Game Company Entering the Chinese Market

**cesine**

Escuela de Negocios  
& Comunicación

*Flexibility and Adaptability:*

*Are we willing to adapt and adjust our strategy as events unfold in the Chinese market?*

*What is our threshold for flexibility, and when would we consider a strategic withdrawal?*



**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)



# cesine

Escuela de Negocios  
& Comunicación

Each group should present their findings to the class (oral presentation with canva), emphasizing the PEST factors that are most relevant to the Spanish video game company's entry into the Chinese market.

**Spanish Video Game Company Entering the Chinese Market**

[www.davidguardo.com](http://www.davidguardo.com)