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

PRESENTACIÓN

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"David Guardo: The Cantabrian Quest" is a timeless Super Nintendo-style RPG that captures the essence of Cantabria's natural beauty, folklore, and heroism. Players join David and his companions in their epic journey to save the Tree of Ancients and experience the magic of a region unlike any other".



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“David Guardo, the handsome warrior from Cantabria, had not only become a local legend but also a true guardian of his homeland. With the love and gratitude of the people of Cantabria in his heart, he continued to protect his region and embarked on many more adventures, each one as epic as the last”.



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Background:

You are part of a strategic team working for a prominent Spanish video game company that has achieved success in Europe. The company is now considering entering the vast and competitive Chinese video game market. **Your group's mission is to identify and analyze the PEST factors relevant to this expansion endeavor.**



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Political Factors:

Within your group, discuss the political factors that may impact the Spanish video game company's entry into the Chinese market. Consider government regulations, censorship, and intellectual property protection.

Explore how government policies in China might affect the distribution and content of video games.



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Economic Factors:

Focus on economic aspects, such as China's consumer spending on video games, currency exchange rates, and cost of localization.

Analyze how economic conditions in China might influence pricing strategies and revenue potential for the Spanish video game company.



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Social Factors:

Examine social factors specific to the Chinese market, including gaming culture, preferences, and social trends.

Discuss how the preferences of Chinese gamers, cultural nuances, and social media trends impact game development and marketing.



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Technological Factors :

Concentrate on technological considerations, such as the state of internet infrastructure, mobile gaming trends, and emerging technologies in China.

Explain how technological advancements or challenges in China can shape the distribution and gameplay experience of video games.





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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.

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