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UBISOFT ENTERTAINMENT SA SWOT & PESTLE ANALYSIS

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Company Name : Ubisoft Entertainment SA

Company Sector : Gaming

Operating Geography : France, Europe, Global

About the Company :

Ubisoft Entertainment is a video game publisher and developer based in France. The Guillemot brothers formed it in March 1986, with headquarters in Saint-Mandé and development studios around the world. The story of Ubisoft begins with a family. In 1986, the five Guillemot brothers spotted an opportunity in the booming software development industry and formed Ubisoft to manufacture and sell video games worldwide. Ubisoft's early creative spirit paved the groundwork for its future, from its initial releases like Zombi for the home computer to the famous 90s platformer Rayman. Ubisoft has grown to be one of the largest video game publishers, with the largest in-house production staff, with over 20,000 workers working in around 45 studios. Ubisoft has created well-known brands such as Assassin's Creed, For Honour, Prince of Persia, Watch Dogs, and Far Cry, as well as titles under the Tom Clancy label. It employs 19,410 people as of early 2023.

Ubisoft Entertainment's unique selling point is that it is one of the largest video game publishers with the largest in-house development staff. Ubisoft Entertainment's mission is to enrich players' lives by creating high-quality games that appeal to a wide range of personalities, bring people together, and allow everyone to learn and grow while having fun.

Revenue :

1,814.3 million - FY ending 31st March 2023 (y-o-y growth -14.6%)

2,125.2 million - FY ending 31st March 2022

SWOT Analysis :

The SWOT Analysis for Ubisoft Entertainment SA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Portfolio of successful and popular game franchises. 2.Diversified business model with multiple sources of revenue. 3.Strong global presence with offices and studios across multiple countries. 4.Technical prowess in developing innovative game mechanics, immersive worlds, and cutting-edge graphics. 	<ul style="list-style-type: none"> 1.A wave of sexual misconduct allegations and accusations of gender discrimination in hiring. 2.Overreliance on some successful and established Franchises limiting the company's innovation.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rise of digital platforms and online distribution channels enables Ubisoft to expand its digital offerings, reach a wider audience, and explore new business models. 2.Ubisoft has the potential to create and launch new intellectual properties that can become successful franchises, diversifying the company's revenue streams and capturing new audiences. 3.Ubisoft can tap into new audiences by expanding their markets in more parts of Asia. 	<ul style="list-style-type: none"> 1.Closure of the company's sales offices in Spain, Italy, the Netherlands, Poland and the Nordics after it disclosed a cost-cutting plan following abysmal sales in 2022. 2.Rise in competition with growing player expectations and an abundance of high-quality content. 3.Ubisoft faces the threat of piracy, which can lead to revenue loss. Protecting its intellectual property rights and combating piracy is an ongoing challenge.

PESTLE Analysis :

The PESTLE Analysis for Ubisoft Entertainment SA is given below:

Political	Economical
<p>1.Ubisoft has suspended its business activities in Russia since the start of war in Ukraine</p> <p>2.Post Brexit, the company decides to close many of its European branches due to disappointing sales.</p>	<p>1.Inflation can erode Ubisoft's profits if the prices of its games do not rise as fast as inflation.</p> <p>2.Having global presence, fluctuations in exchange rate affect Company's profitability.</p>
Social	Technological
<p>1.The rise in aging population in developed countries is expected to lead to a decline in the demand for some video games, such as action games, which are popular with younger people.</p> <p>2.Increasing awareness of the negative effects of video games, such as addiction and violence, could lead to stricter regulations on video games thereby affecting Ubisoft's operations.</p>	<p>1. Rapid technological advancements such as improved graphics, virtual reality (VR), augmented reality (AR), and cloud gaming and Artificial Intelligence (AI) improve customer experience</p>
Legal	Environmental
<p>1.Ubisoft relies on strong intellectual property protection to safeguard its game franchises and prevent copyright infringement</p>	<p>1.Commitment towards reducing its greenhouse gas emissions in line with the goal of limiting global warming to +</p>

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