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ELECTRONIC ARTS SWOT & PESTLE ANALYSIS

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Company Name : Electronic Arts

Company Sector : Media and Entertainment, Video Games

Operating Geography : North America, United States, Global

About the Company :

Electronic Arts is an American video game company that only deals in the software of videos and computer games. Unlike the giants of video game producers, Electronic Arts does not possess its own proprietary hardware for the display of the games. Instead, it produces games for display on other consoles, PCs, CD-ROM players, mobile phones and tablets. Some of the important franchises that it caters to include Need for Speed, Plant Vs. Zombies, FIFA, Star Wars, Battlefield, The Sims and Madden NFL. The company headquarters are located in Redwood City, California. Electronic Arts was founded on May 28, 1982 by an Apple employee Trip Hawkins and was significant for being one of the first companies to produce games for home computers. The company employs around 11,000 employees as March 31st, 2021.

Electronic Arts USP or unique selling proposition lies in it being one of the largest publishers and developers in the video game industry. The company games can be directly purchased through its direct-to-consumer platform, Origin or through third party retailers and platforms like the Apple Store and Google Play Store. The Sony play Station and Microsoft's Xbox are two major sources of the company's revenue with both accounting for around 45% of its total revenues.

Revenue :

USD 5.6 billion – FY ending 31st March 2021

USD 5.5 billion - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Electronic Arts is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversity of games on multiple platforms 2.Outperforming other gaming stocks 3.Increasing Digital presence 4.Strong global presence 5.Considerable investments in R&D 	<ul style="list-style-type: none"> 1.High dependency on third party for the development of consoles, systems, and devices 2.Poor acquisition and partnership strategy 3.Issues with employees selling rare item in FIFA 21
Opportunities	Threats
<ul style="list-style-type: none"> 1.Complete online gaming portal 2.Simulation training games for the military 3.3.Strengthen relationships with console creators and gaming fraternity 4.Interactive gaming products becoming a new rage 5.Massive boom in mobile gaming 	<ul style="list-style-type: none"> 1.Competition from rival companies and mobile gaming segment 2.Risk of security breaches and cyber threats 3.Lawsuits may impact profitability and market share

PESTLE Analysis :

The PESTLE Analysis for Electronic Arts is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Different Government regulations and Industrial Laws in different countries 2. UK's departure from the EU should impact the investments 3. European Protectionism laws and trade tariffs 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Strong GDP growth in emerging markets 2. Highly seasonal video game industry
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Changing demands of gamers 2. Contrasting views on violent video games 3. Increased adoption of video games by Gen Z and Millennials 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Technological upgrades to meet demands 2. Technology development to combat software piracy 3. Driving innovation through patent pledge
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Licensing rights to drive new business growth 2. Lawsuits impacting brand reputation and profitability 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Digital transformation to drive sustainability 2. Energy efficient products and green and sustainable initiatives

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