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CD PROJEKT SWOT & PESTLE ANALYSIS

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Company Name : CD Projekt

Company Sector : Video Game Creation & Distribution

Operating Geography : Poland, Europe, Global

About the Company : CD Projekt is a polish video game designer, publisher, and distributor headquartered in Warsaw, Poland. In May 1994 Marcin Iwiński and Michał Kiciński formed the CD Projekt. The company conducts its business in the field of electronic entertainment focusing on two key areas: 1. Development and distribution of world-class videogames via the CD PROJEKT RED development studio which was formed in 2002, creators of the globally acclaimed The Witcher videogame series, currently also working on other projects, including the upcoming AAA release: Cyberpunk 2077; 2. digital sales of vidgames directly to customers from around the world via GOG.com and GOG Galaxy platforms. The Studio's newest release includes The Witcher 3: Wild Hunt for the PC, PlayStation 4 and Xbox One, and the game was released simultaneously in 15 language versions, on all key markets, which involves Europe, the Americas, Asia, Australia and Africa. Along with the globally available digital edition of the game, box editions were made available in 109 countries. In 2021, the company plans to release another of its AAA RPG title, to expand its core franchises with additional media content and product lines, the rollout of additional language localizations of the GOG.com platform. The premiere of a new game CYBERPUNK EDGARRUNNERS is scheduled to be rolled out in 2022. In "Gamescom Awards 2020", CYBERPUNK 2077 clinched the 'Best of Show' award.

CD Projekt's Unique Selling Proposition or USP lies in it being the industry's leader in creating role-playing games. CD Projekt's mission statement reads, "To create revolutionary RPGs which go straight to the heart of gamers from around the world".

Revenue :

\$ 0.521 million - FY ending 31st December 2019

\$ 0.362 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for CD Projekt is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong expertise in game creation and distribution of video games 2.Strong Proprietary software REDengine assists in the development of complex and quality role playing games 3.GOG GALAXY 2.0, the proprietary software helps to access games regardless of platform 4.Successful history of bringing the best innovative games in the market 	<ul style="list-style-type: none"> 1.Product marketing are making up a significant expenditure costs which are rising on a y-o-y basis
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand of consumers interest for gaming content 2. Availability of skilled workforce in software engineering and game designing is propelling startups to emerge in gaming industry 3. The evolving of e-sports as a profession is making gaming industry a reliable career option 	<ul style="list-style-type: none"> 1.Growing malware threats and cyber threats on the gaming industry 2.Huge availability of pirated editions in the market 3.Rising phishing attacks on the user accounts 4.Growing competition in the gaming industry 5. Data leaks and auction on the dark web

PESTLE Analysis :

The PESTLE Analysis for CD Projekt is given below:

Political	Economical
<p>1.Bringing real political scenarios into the game design has led to the backlash on the gaming industry by the countries across the globe</p> <p>2.Prevaling growth of corruption and bureaucracy flaws in highly sensitive countries impacting streaming industry</p>	<p>1.COVID-19 impact on the gaming industry</p> <p>2.Taxation laws imposed on the gaming industry has made a positive impact on the national income across the globe</p>
Social	Technological
<p>1.Millennial's and Gen-Z's interest towards video games propelling the video game industry</p>	<p>1.Augmented reality and motion technology making a real-life experience for the gamers</p> <p>2.Artificial intelligence helping to generate responsive and adaptive characters which can response similar to humans improving the user experience</p>
Legal	Environmental
<p>1.Sensitive content regulation laws in the gaming industry enabling reach across all age groups</p> <p>2.The need for cybersecurity in gaming</p>	<p>1.Gaming industry requires a continuous supply of power consumption and which is leading to environmental degradation</p> <p>2.Multiple high-end hardware in gaming industry is finding their way to landfill sites after lifetime impacting the environment adversely</p>

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