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ZYNGA INC. SWOT & PESTLE ANALYSIS

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Company Name : Zynga Inc.

Company Sector : Gaming, Online Social Gaming, Interactive Home Entertainment

Operating Geography : United States, North America, Global

About the Company : Zynga Inc. is a social video game developer headquartered in San Francisco, California. Mobile and social networking sites are the company's key areas of focus. Under the name Presidio Media, Zynga was founded in April 2007 by Mark Pincus, Eric Schiermeyer, Justin Waldron, Michael Luxton, Steve Schoettler, and Andrew Trader. In July 2007, the company's name was changed to Zynga. The business model used by Zynga is "free-to-play." Direct credit card purchases and revenue from partner companies are the two main sources of revenue. It supports in-game advertising and has banner advertising featured on its game portals. Zynga also sells virtual goods in-game as people play its games. Zynga games are also related to deals from a variety of partners. To earn game credits, players can accept credit card deals, complete surveys, or purchase services from Zynga's partners. Zynga allows players to buy game credits directly from the company. Players can buy points in the game for a fee. FarmVille, Zynga Poker, Words With Friends, Hit it Rich! Slots, and CSR are some of the popular web and mobile games from Zynga's stable. Puzzle Combat, a new mobile match-3 action role-playing game (RPG) where players recruit heroes, create bases, and compete in player-vs-player (PvP) battles in a zombie-themed environment, will be scheduled for a worldwide release on April 8, 2021.

Zynga's Unique Selling Point or USP lies in it being the leading developer of the world's most popular social games that are played by millions of people around the world each day. Zynga's mission statement reads, " To connect the world through games. We deliver fun, social entertainment experiences to people around the world. In pursuit of our mission, we collect and use certain information from our players".

Revenue :

\$1974.8 million USD – FY ended 31st December, 2020

\$1321.66 million USD– FY ended 31st December, 2019

SWOT Analysis :

The SWOT Analysis for Zynga Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. One of the world's largest social game developer, available on multiple platforms 2. Strong Revenue generating model 3. Incentive based advertising is the most effective methodology of advertising 4. Has 13 game studios which helps them in launching many new games simultaneously 5. Consistently low debt-to-Equity ratio \u2013 debt free with an overall healthy balance sheet 	<ol style="list-style-type: none"> 1. Consistent innovation and new releases are obligatory to sustain the fad of the game 2. Pricing controlled by Google and Apple store, which impacts the revenue of business 3. Has poor operating margin and profitability in its respective industry 4. Unable to deliver better products to remain in competition
Opportunities	Threats

<p>1. Strategic acquiring of other gaming platforms having increased advertising capability</p> <p>2. Buoyed by Bitcoin payments and block chain technology, gaming industry will balloon beyond developer's design restrictions.</p> <p>3. Ability to self-market itself by connecting their games for social cause and supporting relevant non-profit organization</p> <p>4. Cloud services, 5G, Virtual reality, AI and other technologies to further enhance gaming experience</p>	<p>1. Same user logging in form two different accounts- impacts revenue</p> <p>2. Constantly evolving technology can hinder investments and existing product lineage</p> <p>3. Cyber-attacks, data breach and privacy concerns\2013 have put reliability of the platform at risk</p>
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PESTLE Analysis :

The PESTLE Analysis for Zynga Inc. is given below:

Political	Economical
<p>1.Political parties are now riding on online video gaming platforms for election campaigning</p> <p>2.Governments of several nations have realized the potential of gaming industry and are endorsing the same to boost revenue</p>	<p>1.A high growth trajectory is forecasted for social gaming platform across the globe</p> <p>2.Asia Pacific region has seen a huge surge in gaming consumers</p>
Social	Technological

1.Role play games are the rising trend in the society 2. Gamers are more engaged towards politics	1.Piracy and copyright issues have dearly costed the gaming industry 2. Near term roll out of regulations for the online gaming industry can hurt revenues 3. Games considered to be gambling are likely to be banned ";"
Legal	Environmental
1.Video games can be used to inculcate a sense of environmental sustainability and promote awareness about existing environmental issues"]]	1.

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