

Chester's Games Corporation (CGC)



Introduction

Independent gaming company Chester's Games Corporation (CGC) is an innovative company in the gaming industry and active in developing progressive new products and strategies. This paper analyzes the functioning issues, strategic activities, and market outcomes of the company.



Key Issues and Challenges

Hence the following major issues affect CGC first of all, the competition is stern, secondly, the customer tastes and preferences are dynamic, thirdly, the operations of the company are not very efficient. The first threat is that of slow adaptation to this fast-growing industry, which is centered around the use of technology.



Marketing and Customer

Another issue that concerns CGC is that it should also redesign its marketing approach to fit the overall picture of the current digital marketing world. Facebook and other social networks to promote products and data processing to determine consumer orientations will contribute to the advertising successes of CGC. In their turn, these steps will help to develop a closer relationship with customers and to increase sales.



Conclusion

The solution of the Chester's Games Corporation outlines the measures to require strategic alterations for avoiding operations confrontation and improving competitiveness.

Therefore, by enhancing its supply chain, innovation and great marketing strategy, CGC is in a position to be among the best companies in gaming sector.



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