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Zynga QVC. (2011)

Introduction

Zynga Inc., also known as the social gaming company started in 2007 and has known its skyrocketing growth in operations. After three years, in 2011, Zynga had become nearly synonymous with video games and social networks, primarily because of games like Farmville or Words with Friends. This case looks at the strategic issues facing Zynga, the competition and opportunities ahead.

Strategic Challenges

In that year, there are several threats which make lots of pressures on Zynga through losing its strategic market position. They admitted that spectacular growth was observed in the face of growing competition from such megastars as Electronic Arts and King Digital.

Future Opportunities

In the same note, the firm required the expansion of its offerings as well as the modification of its gaming offerings in order to maintain growth. The case shows future opportunities for growth, for example, creating new games which can utilize the prevailing contemporary technologies like augmented reality and virtual reality.



Conclusion

Zynga Inc.'s case in 2011 is a perfect example that shows that working in a realms associated with a high level of activity is a challenging endeavor. This paper has presented Zynga's competitive framework and has examined the strategic challenges that impact its development as well as future opportunities which, this company can utilize to cover the gaps in the strategic landscape and further its progression.

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