

Business plan on transforming a trading card game hobby to a small online business focusing on marketing strategy

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Abstrak

ABSTRACT

A business can originate from a hobby. A trading card game is one those hobbies that has been generating profits for the manufacturers, retailers, and even the people that play the game. The company GA Corp is a virtual company that tries to do business on trading card game. The company wishes to do business in the secondary market which involves buying and selling of single cards. Before this company can go further and create a business plan, it must do some analysis. This analysis is to identify the problems which they are currently facing or will face in the future.

The purpose of this study is to prepare and create a business plan that would be convenient for the company to use. The preparation of the business plan starts by doing internal and external analysis. The analysis is mostly done by primary research but some are secondary research. From the analysis, the data would be put for processing a new strategy for the company. The strategy formation will be using the Blue Ocean Strategy method because it is found to be effective in this secondary market place. Finally, the new strategy will be translated into the new four P's of marketing.