Mega-Vid Strategic Plan

**Problem**

Mega-Vid is a widely renowned video game production company, which has produced significant games, which are being used in the industry. There have been significant issues in recent times regarding the negative influence that these games are having on users who encourage violent behaviors among individuals. Therefore, because of these issues, the company has faced significant criticism from the public to help review their video game production process. Therefore, the company is faced with a huge task of responding to the increasing criticism from different stakeholders, which in turn is likely to have a huge influence on the company performance and revenues. Mega-Vid Company needs to re-establish itself in a clearer manner, which will create a very different environment through the development of quality games, which have proper engagement among the users. The common understanding among the video game users on the consideration that Mega-Vid company is producing video games, which encourage violent behavior has significantly tainted the company image which needs to be redeemed to ensure that it reclaims its market share (Peteraf, Gamble & Thompson Jr, 2014).

**Handling Criticism**

The manner in which an organization handles its criticism from external sources plays a significant role in influencing how the company will be able to operate in the future. Therefore, it is important to ensure that there are better considerations in place, which will ensure that the company handles the criticism positively, and improve its production. Mega-Vid company needs to focus on the criticism is constructive since it is clear that the concerns being raised are valid and their video games are having negative influence among users which is something that should not be tolerated since it is a clear violation of the rights of production. Therefore, constructive criticism involves positive engagement where other players based on their understanding of the influence that is created by the company products challenge the ideas of the company and its products (David & David, 2016).

Approaching criticism from a constructive point of view creates a better focus since there is significant need to ensure that the company produces much better video games, which have a positive influence on the users. Therefore, the focus of the company should not be negative where they would think that the critics of the company want it to close down. There are always critics, and thus it is important to have a clear plan on how to approach them since there is situation where criticisms may heart the company. Failing to address the criticism that is increasing from market creates a very difficult environment where the company can be significantly engaged and have a positive influence on the market.

**Recommendations**

It is important for the company to understand the market and the possible changes in the market to produce products, which reflect the target market preferences. In this case, the company customers due to their negative influence are rejecting the Mega-Vid company products. Thus, there is significant need to put in place better strategies, which will be able to counter the existing claims, and thus the only way this can be done is through refocusing their products on the market preferences.

The Mega-Vid company should focus on video games, which promote the development process among the users. Video games are expected to improve certain character traits among the users and thus should have a positive influence. Therefore, the company’s production unit should be more creative and target key developmental aspects among individuals, which the games will focus on improving. The positive engagement, in this case, will have a significant focus on the products of the company.

This will ensure that there is market participation in developing video game ideas, which will be crucial and significant in ensuring that there is a better understanding of the market preferences. The current situation is mainly because the company dictates what it produces to its target market and there is no any consideration of what the customers want. Therefore, market participants should be able to provide a clean environment where a better understanding of these underlying issues can be significantly engaged. It is, therefore, a positive move, which will ensure that there are no such occurrences of the existing situation since the customers would also be part of the problem since they made a recommendation on the games produced by the company (David & David, 2016).

**Overall Goal/Strategy**

Overall goal is striving to achieve a certain aspect within organizational environment create a better environment where there is a target to be achieved therefore the objective, in this case, is to ensure that Mega-Vid regains its market share and have competitive edge in the video games production industry. The current criticisms have significantly influenced the company negatively in almost all aspects. Therefore, there is significant need to reverse the damage, ensure that the company regains its former position, and improve its performance.

**The Tactics and Changes**

It is important to understand that the market is currently hostile to the company products due to the existing issues regarding the negative focus on the company video games. Therefore, in this case, the focus would be to develop a systematic engagement through increased level market and advertising highlighting the new changes that the company is putting in place. Countering the existing criticism, therefore, is key in ensuring that the company regains its position and thus this can only be done through engaging the market and interpreting the major steps that the company has made in ensuring that their video games encourage positive influence among users. This would be engaged through illustration, which will prove to the target market that the games being produced are safe. The company would also incorporate a free video games package, which would be made available to all to create a better understanding of the changes that have been put in place while strategically focusing on the key source of the criticisms, which is encouraging violent behavior (Valentin, 2014).

References

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