

Activision Blizzard Inc

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

Activision Blizzard Inc

Activision Blizzard (formerly known as Activision) develops, publishes and distributes pure-play online, personal computer (PC), console, and hand-held games worldwide. The company’s products cover various game categories including action and adventure, action sports, racing, role-playing, simulation, first-person action, music, and strategy. Its products include Guitar Hero, Call of Duty, Tony Hawk, Spider-Man, X-Men, James Bond, Transformers, Diablo, StarCraft, Warcraft, and World of Warcraft. The company operates in the US, Canada, the UK, France, Germany, Italy, Japan, Australia, Sweden, Spain, the Netherlands and South Korea. It is headquartered in Santa Monica, California and employs about 7,000 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths ➤	Weaknesses ➤
External	Opportunities ➤	Threats ➤

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