

Project 5

1. Your Company Name
2. The mission statement for your company. Keep in mind, a great "mission statement will define your company and its purpose in 30 seconds of less."
 - a. You may wish to look at the article "How to Write a Mission Statement in 5 Easy Steps"
 - b. You may wish to review the SlideShare slideshow for Mission statement examples at <https://articles.bplans.com/mission-statement-examples/>.
3. The types of products you wish to sell
4. Define your audience
 - a. What type of customer do you want to reach?
 - b. Who are your target customers?
5. How do plan on marketing your ecommerce site and the products you sell?
6. What type(s) of payment systems do you plan on using? PayPal, credit cards, cash, etc.?
7. How will you handle order fulfillment for your product(s)?
8. How will you handle Security on your website?

Company Name: gbgoodgames.com (Yes, I own this URL on WordPress already!)

Mission Statement: Quick, enjoyable Android Phone games which turn waiting time into play time – three minutes at a time – with no advertisements.

Type of Products I will sell. Links to game(s) I have developed on the Google Play Store. Maybe some merch if success comes my way.

Define Audience: Android Phone Users who would like to play quick, compelling, fun games when they have a few moments of free time.

What Type of Customers am I trying to reach: Users who are of adult age who like playing games on their Android Phone.

Who are my target customers: Players who want to play a quick compelling game when free time allows.

How do I plan on marketing: Google Play Store ranking. My website on WordPress. Using all the things I learned about WordPress from this project!

What kind of payment system: Google Play Store Account and Revenue Sharing with Google. For WordPress, I guess I would use Woo.

How will I handle order fulfillment: Google Play Store purchase and app download. Updates to the users through the Google Play Store ecosystem. All the items Woo provides on WordPress.

How will I handle Security: I will be using the Google Play Games Services which will connect to my game and create user accounts and leaderboards and all the infrastructure necessary to support a Google Play Store Games App. All my development will be using Google Gemini for code support and Google Android Studio to create the games in Java. There is a Google Games Sidekick which overlays the Android app and supports rewards and achievements. I will use Google Gemini to assist with music and animations as necessary to keep the games interesting to the players.