



Cases of Academic Misconduct

May 2015
Examination Session

Subject Group 3

Business & Management SL
Internal Assessment
Infringement: Plagiarism

Original Script

Should Alienware combine with Razer to increase sales and market share?

Introduction

Alienware is an American computer hardware company and a wholly owned subsidiary of Dell, Inc. It mainly assembles third party components into desktops and laptops with custom enclosures for high-performance gaming. These products also support graphically intense applications such as video editing, simulation, and audio editing. Alienware also offers for sale rebadged computer peripherals, such as headsets, computer mice, monitors and keyboards. Their hardware has distinctive "sci-fi" styling, typically including decorative lighting. Alienware was founded in 1996 by Nelson Gonzalez and Alex Aguila. Alienware's corporate headquarters is located in The Hammocks, unincorporated Miami-Dade County, Florida, near Miami. Alienware competes directly with other computer hardware companies that specialize in personal computer gaming, such as Razer and IBuyPower. I'll start by explaining why gaming personal computers are important in today's industry.

PC dominates market with 51%, Console at 30% and Mobile at 13%,

A new report by SuperData, that was released by Digital River, suggests that the focus of gaming market has changed. Gone are the time when people used to game primarily on consoles; PC and Mobile has taken a significant chunk of gamers today.

According to this report, in 2008, consoles were leading the industry with about 42% user share, PCs at 37% and mobiles at just 5%. Seems like the tables have turned now as more users are turning towards PC and Mobile. While it is true that the numbers of gamers have also increased exponentially, the increase is happening mostly in PC or Mobile market share. Console market share, while still big, is starting to look smaller when compared to PC.

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Comments

Candidate has utilised text from multiple sources without citation. When using other people's words and ideas to supplement our own, it is essential that we indicate whose words we are using, in the body of the text, and also in the bibliography. Direct quotes should appear in quotation marks, and should be footnoted.

The highlighted extract continues on the following page.

<http://alienware.wikia.com/wiki/Alienware>

The screenshot shows the Alienware Wikia page. The URL is visible at the top. The page title is "Alienware". Below the title, there are navigation links for "Wiki Activity", "Random page", "Videos", "Photos", and "Chat". The main content area contains the same text as the original script, with yellow highlights indicating copied content. The text includes: "Alienware is a computer company and a wholly owned subsidiary of Dell, Inc. 1. It mainly assembles third party components into desktops and laptops with custom enclosures for high performance gaming. These products also support graphically intense applications such as video editing, simulation, and audio editing. Alienware also offers for sale rebadged computer peripherals, such as headsets, computer mice, monitors and keyboards. Their hardware has distinctive "sci-fi" styling, typically including decorative lighting. Alienware was founded in 1996 by Nelson Gonzalez and Alex Aguila. Alienware's corporate headquarters is located in The Hammocks, unincorporated Miami-Dade County, Florida, near Miami.[2][3]".

Original Script

Findings and Analysis

Research firm DFC Intelligence, in advance of its next brief looking at forecasts for the substantial expected growth of spending among core gamers across all major platforms, has shared some key points exclusively with *GamesIndustry International*. DFC has now raised its internal forecast for the global PC gaming market this year from \$22 billion to \$25 billion.

Although Alienware has its strengths, the company must frequently scan the internal and external environments so it can identify its weaknesses and threats in order to maintain a competitive edge over its rivals.

Razer® is a privately held computer peripherals manufacturer specializing in products specifically catered to gamers. Originally started in the 1990s, it suffered a period of dormancy during the millennial change and has recently seen a resurgence, with new products released during 2004 and 2005. The Razer brand is now currently being marketed under Razer USA Ltd.

Razer® was founded in 1998 by a team of engineers and marketers to develop and market a high end computer gaming mouse, called the Boomslang. It was claimed as the world's first 1000 dpi mouse (as opposed to 200 or 400 dpi offerings) and purported to give greater accuracy (and consequently, higher scores) to gamers who used it.

Razer® was the one of the first companies to sponsor gamers, which directly contributed to the emerging pro-gaming phenomenon. Jonathan "Fatal1ty" Wendell was amongst the first wave of sponsored gamers and is still currently active in pro-gaming.

Razer® stumbled around 2000 in the dot-com bust, although not strictly a dot-com. It was relegated to the economic trash heap, and product development was stalled. Despite Razer's powerful 1400 and 2100 DPI mechanical mice, they lost market share as other manufacturers and users began turning to optical.

Opportunities for both companies are held in the sales and market share increases. Razer and Alienware are some of the top names in the gaming hardware market, and they specialize in different sectors, which allows them to support each other nicely.

Razer's Organizational Values:

Achieving the highest levels of customer satisfaction.

Producing quality products .

Maintaining strong work ethics through proficiency and teamwork.

Creating wealth through profits and growth.

From Razer:

The majority of our output today is produced in factories in China.

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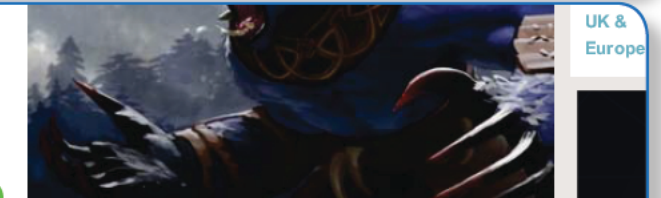
<http://www.gamesindustry.biz/articles/2014-01-28-pc-gaming-market-to-exceed-USD25-billion-this-year-dfc>

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even better than expected as more crossover between consoles and PC occurs

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DFC analyst Jeremy Miller said that "core gamers seem to be willing to spend

<http://www.scribd.com/doc/29755044/Razer>

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