

# Webzen Inc. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/WBE1F4F86E5BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: WBE1F4F86E5BEN

## Abstracts

Webzen Inc. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Webzen Inc. and its competitors. This provides our Clients with a clear understanding of Webzen Inc. position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Webzen Inc. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Webzen Inc.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Webzen Inc. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-term solvency. This sort of company's information will assist and strengthen your

company's decision-making processes.

In the part that describes Webzen Inc. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Webzen Inc. business.

## **About Webzen Inc.**

Webzen Inc. engages in the development and distribution of online games principally in the Republic of Korea and other Asian countries.

### **Products**

#### **Soul of the Ultimate Nation (SUN)**

The company's game Soul of the Ultimate Nation (SUN) is a three-dimensional massive multi-player online role playing game (MMORPG) provided in Korea, Taiwan, China, and Japan, and the United States.

Soul of the Ultimate Nation (SUN) is a game in which the players experience an epic medieval tale in a world of emperors, armies, magicians and monsters set to an original soundtrack. Soul of the Ultimate Nation (SUN) features a game graphics environment. The company's programmers have developed game engines that enable fluid movement and console-level control of the game characters. Soul of the Ultimate Nation (SUN) can be accessed from any location with a high-bandwidth Internet connection. Registered subscribers may enter its network with a password and a user ID, after downloading its game client software. Players can individually play the game, but they can also form a group using various communication methods to wage a large-scale

battle, known as siege warfare.

The company commenced the commercial service of Soul of the Ultimate Nation (SUN) in Korea, Taiwan, China, and Japan. In the markets in which it provides commercial service of Soul of Ultimate Nation (SUN), it provides the basic service of the game for free. End-users pay the company when they buy at its in-game item shops various items for their characters, such as armor, weapons, and potions, and the right to change the world or stage in which the end-user plays.

## MU

MU is a MMORPG, which is provided in Korea, China, Japan, Taiwan, the Philippines, and Vietnam. MU players select a specific character with which they develop experience and enhanced game capabilities that can be carried over into sequential gaming sessions. Players are able to communicate with each other during the game through instant messaging and may coordinate their activities with other players to form groups, thereby coordinating their game skills to achieve collective objectives. Players using MU Blue play on a separate server from players using MU Red, the subscription service.

In addition to the games that the company developed internally, it distributes games developed by NHN Games Co., Ltd. (NHN Games). It offers Archlord both in Korea and globally. Archlord is a fantasy MMORPG, in which players target to become the archlord with unlimited powers and special skills. The company also intends to distribute R2, a fantasy MMORPG. R2 allows player versus player conflict, where player can actually be killed by another player. Battle Territory (Battery) is a modern military massively multiplayer online first person shooter game, emphasizing military theme, delivering realistic fight scenes in a military combat environment. The company entered into a publishing agreement with NHN Games to publish Battery.

## Products under Development

Huxley is a massively-multiplayer online first person shooting game. Users would be able to play a Doom-style first person shooting game with approximately 5,000 other players simultaneously and battle against opposing races. The company began offering Huxley on a trial basis in May 2010.

T-Project is being developed by Red 5 Studios and is planned to have a closed beta testing in 2010 and an open beta testing in 2011.

Parfait Station is a massively-multiplayer online shooting game targeting younger age groups and female players. In April 2009, the company entered into a service agreement with NHN Games under which NHN Games would be responsible for the development, operation, and maintenance of Parfait Station until five years after the commercial launch of the game.

## Competition

**Korea:** The company's primary subscription-based online game competitors in the Korean market include NCsoft, Neowiz, Nexon, NHN, CJ Internet, Hanbit Soft, and Blizzard Entertainment.

**China:** The company's primary online game competitors in China include Shanda's Yong Heng Zhi Ta (Aion developed by NCsoft), Netease's World of WarCraft, Tencent's Dungeon and Fighter and Cross Fire, 9you's Audition, Giant's Zheng Tu and Giant Online, and Wanmei's Perfect World.

**Japan:** The company's primary online game competitors in Japan are GungHo's Ragnarok, NCsoft Japan's Lineage II, Square Enix's Final Fantasy Online, YNK Japan's ROHAN, and Game On's RED STONE.

**North America and Western Europe:** The company's primary online game competitors in the North America and western Europe include Blizzard Entertainment's World of Warcraft, Mythic Entertainment's Warhammer Online, Dark Age of Camelot and Ultima Online, Sony Online Entertainment's PlanetSide, Turbine's Lord of the Rings Online, and Eidos' Age of Conan.

The company also competes against PC-based game developers producing PC-packaged games, including Electronic Arts, Take Two Interactive Software, Activision, THQ, and Midway Games, Inc.; and against game console manufacturers, such as Microsoft (which produces Xbox), Sony, (which produces Playstation), and Nintendo (which produces Wii).

## History

Webzen Inc. was founded in 2000.

The above Company Fundamental Report is a half-ready report and contents are

subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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