

REQUEST FOR PROPOSAL

Pixel Palace Arcade

Dear Student Engineers,

My name is Pat “Pac” Manning, and I am the owner of Pixel Palace Arcade — a small arcade with about a dozen games that has been part of this community for almost ten years. For the past two years, my arcade has been losing money. I think I know one possible reason, but I am not sure, and that is why I am writing to you.

Here is what I have noticed: most of the kids who come into Pixel Palace head straight for the easiest games — the ones where almost everyone wins a small prize. Those are also the games where I am giving away the most prizes, which means those games are costing me money. The harder games — the ones with the bigger prizes — sit empty most of the time. My theory is that my games are too easy, my prizes are too cheap, and kids are losing interest. But I might be wrong. Maybe the problem is something else entirely.

I have hired your team to do market research and help me decide what to do. I would like your team to:

- 1. Use survey data from kids your age to figure out what they actually want from an arcade.*
- 2. Look at the games I currently have, calculate how much each game costs me to run and how much profit each one is making, and tell me which games are helping my business earn money and which ones aren’t.*
- 3. Give me your recommendations: which games should I keep, which should I change, and which should I remove? Tell me what the data says, not just what you think.*

Thank you for your help.

Pat “Pac” Manning

Owner, Pixel Palace Arcade