

Shopping Mall Tycoon

Game Concept Pitch

Overview



Player has to purchase a shopping mall



They have to construct different types of shops, Restaurants and attractions



Once mall is open, people will come Shopping



Player has to manage the mall and shops. Example: Pay bills, taxes, stock supplies etc.

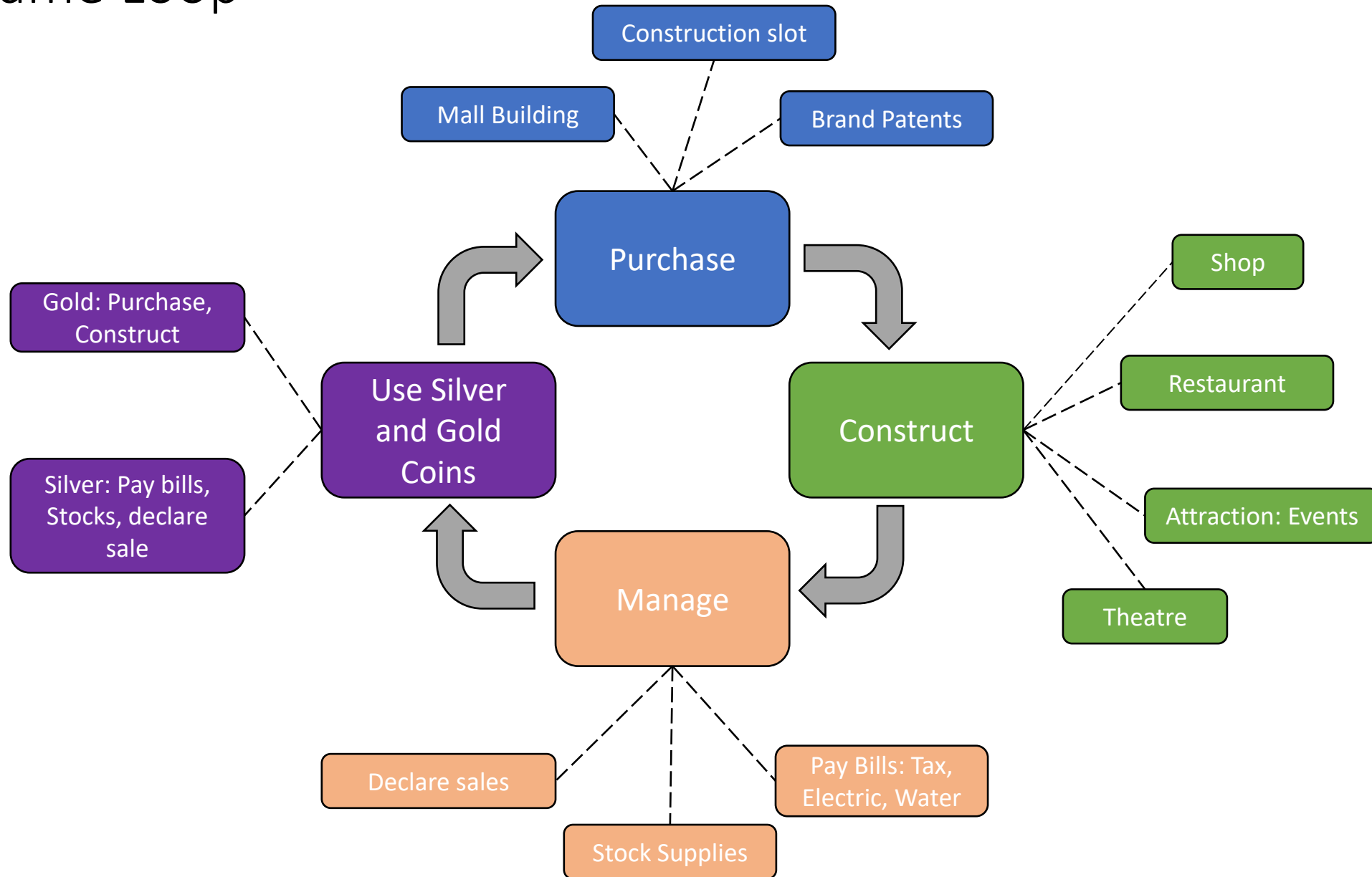


Player will earn gold and silver coins as customers make purchases



Use the gold & silver coins to expand business

Game Loop



Construction



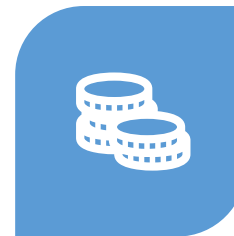
PLAYER HAS AN OPTION TO CONSTRUCT VARIOUS SHOPS, RESTAURANTS AND OTHER ATTRACTIONS



SHOPS CAN INCLUDE: CLOTHING CHAINS, SHOES, PERFUME, WATCH, ELECTRONICS, FURNITURE ETC



RESTAURANTS INCLUDE FAMOUS FROM CHAINS FROM MCDONALDS, CHINESE CUISINE, MEXICAN CUISINE, INDIAN CUISINE AND FAST FOOD RESTAURANTS



TO CONSTRUCT THESE SHOPS AND RESTAURANTS PLAYER REQUIRES GOLD COINS (PREMIUM CURRENCY)



THESE RESTAURANTS GENERATE SILVER COINS (GRIND CURRENCY) WHICH IS REQUIRED FOR PAYING BILLS & STOCKING SUPPLIES

Management



A shopping mall requires management



Player has to pay for the bills, tax, stock supplies maintain entertainment with special events and promotion



Every Shopping mall has a star rating



Rating depends on the visitors satisfaction



Example each customer will enter mall with demand like shoes, clothes or watch if mall doesn't have that shop then customer will become dissatisfied and will leave lowering the star rating.

Monetization



Game has 2 currencies

Silver Currency (Grind Currency)
Gold Currency (Premium Currency)



Silver Currency:

Used to pay taxes, electric bill, water bill, maintenance, shop supplies etc.



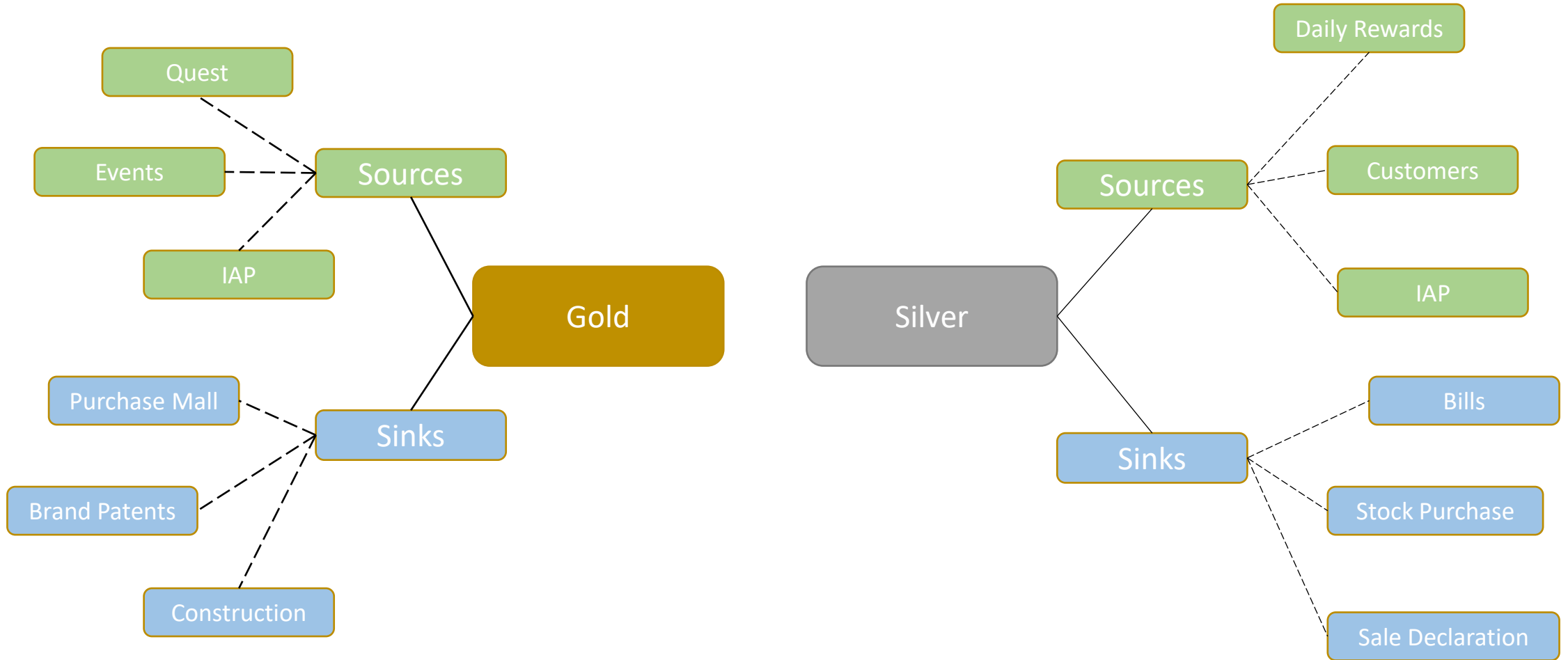
Gold Currency:

Used to buy mall buildings, Purchase brand patents, Construct shops



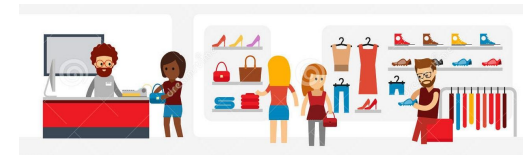
Player can purchase Silver and Gold coin packs from IAP store

Sources & Sinks



Gameplay Theme & Art

- Game will have a similar view to that of fallout shelter and Westworld
- It will be a store front and shopping mall view for the game
- The Art theme will have a cartoonish look to it with 2d characters and vector design
- The game will have contemporary characters



Game Level Mock-up

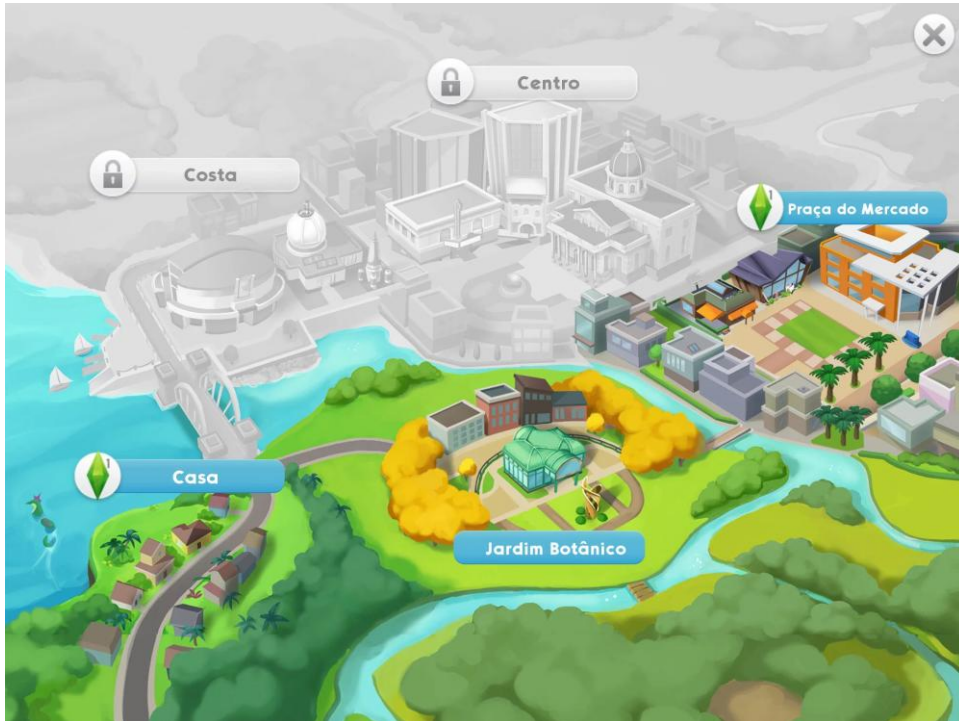
Game has a front view where all the shops that can be managed and constructed



Click on store to manage

Game Progression

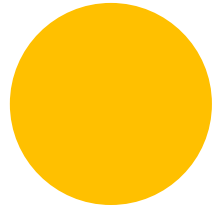
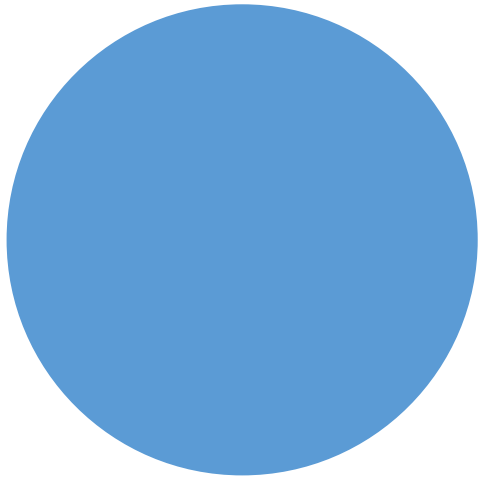
- City map with different areas of the city visible
- As player progresses they will unlock a new shopping mall building
- A city will have 5 – 10 shopping malls as per their size



Similar Games

Fallout Shelter & Westworld





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