

# **Evolution of the Industry Life Cycle Characteristics of Variables after Macau Gambling Liberalization**

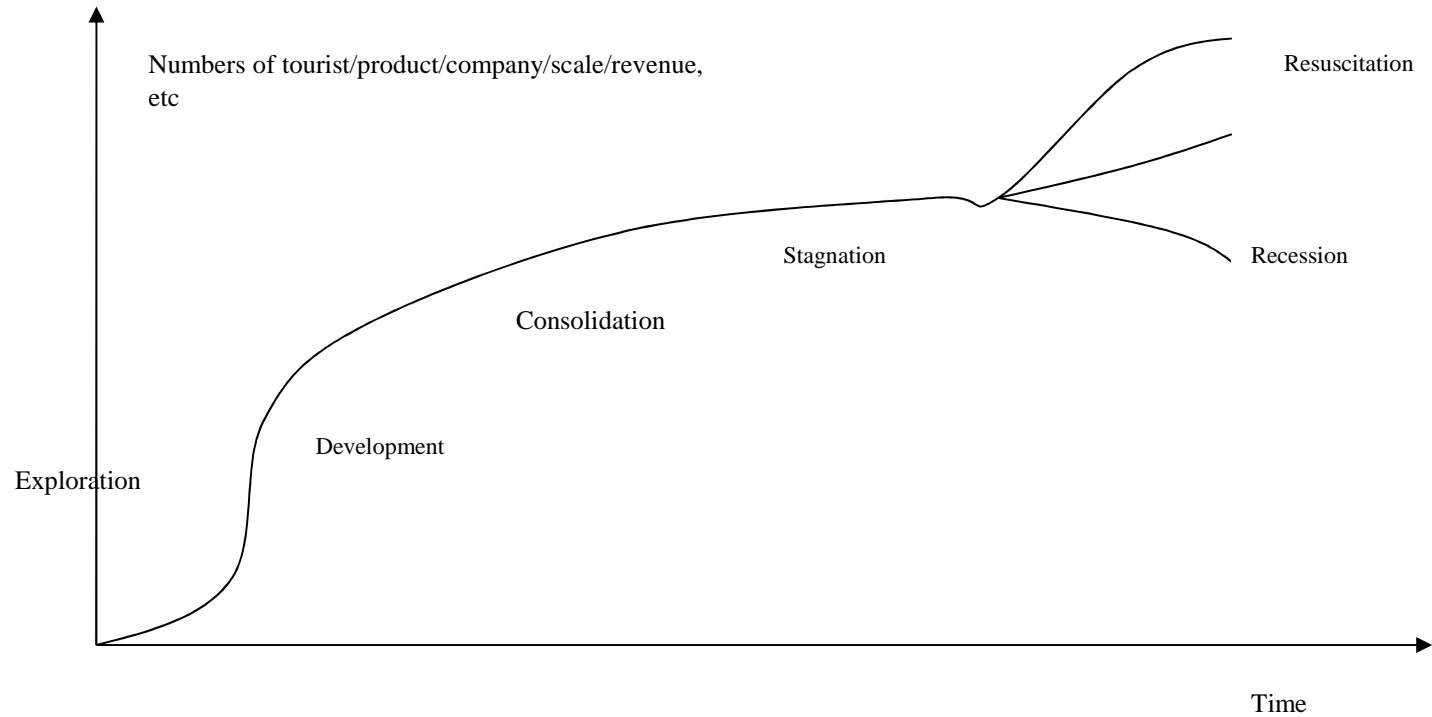
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# Target

- Proposed life cycle stage characteristics of the gaming industry.
- Discussed the basic law of the Macau gaming industry life cycle.
- Made a strategy for Macau's gambling industry life cycle stage .

- **1 Gaming industry life cycle theories put forward**

# Life Cycle of Gambling Industry



## **2. Definition gaming industry life cycle stage characteristic variables**

### **1. Product**

Product type

Product prices

The quality of service

### **2. Industrial organization**

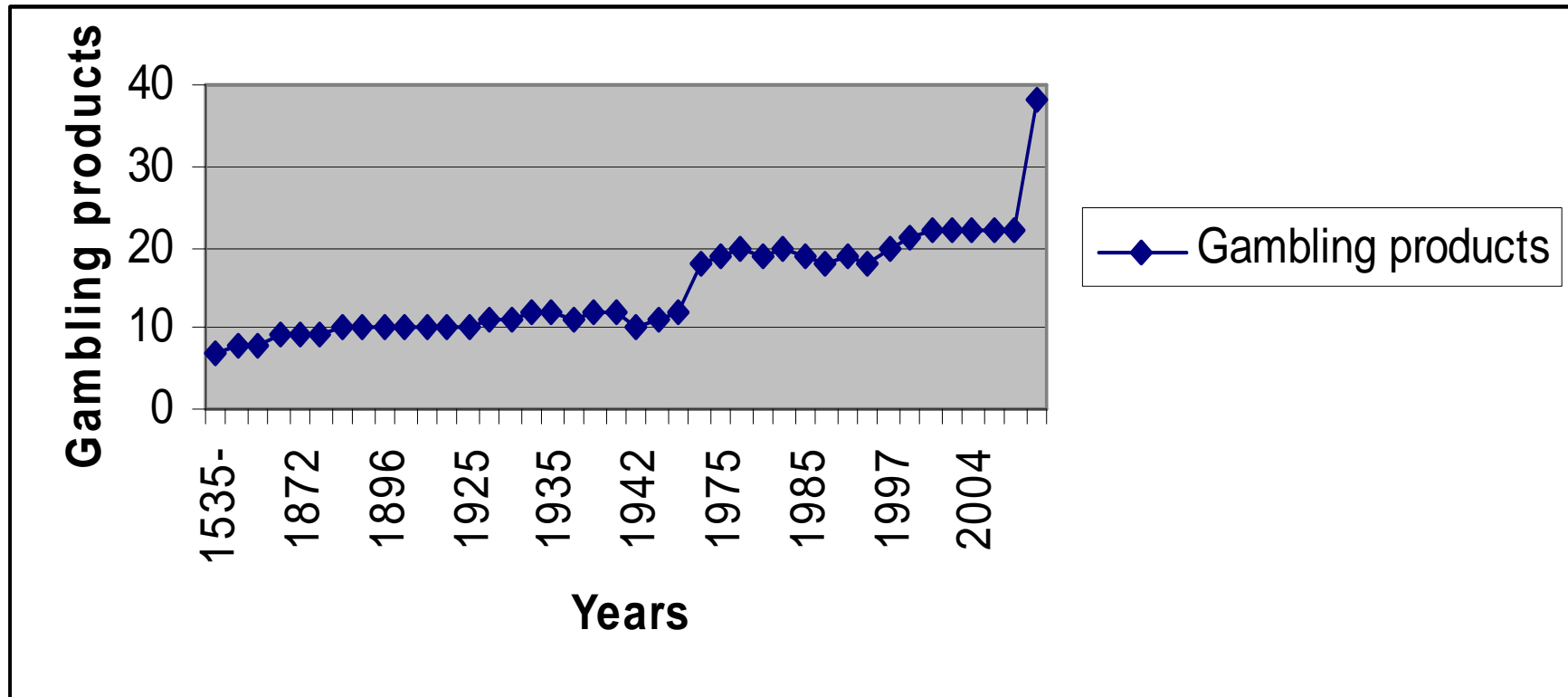
### **3. Industrial market**

### **4. Industrial structure**

### **5. Industrial policy**

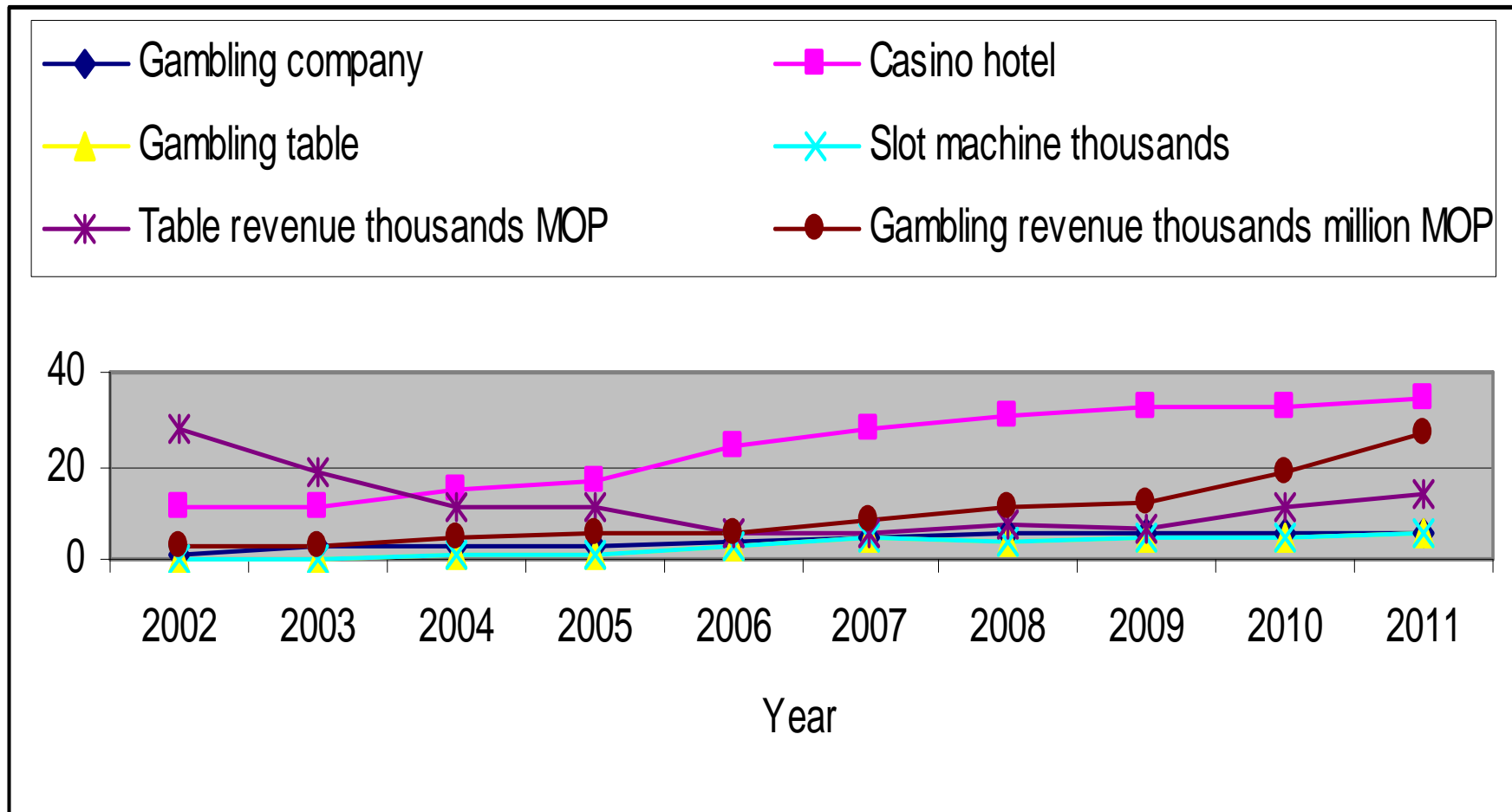
- **3 Analysis of life cycle stages and characteristics of Macao's gaming industry**

# 3.1 product characteristics



Gambling Product Change in Macau

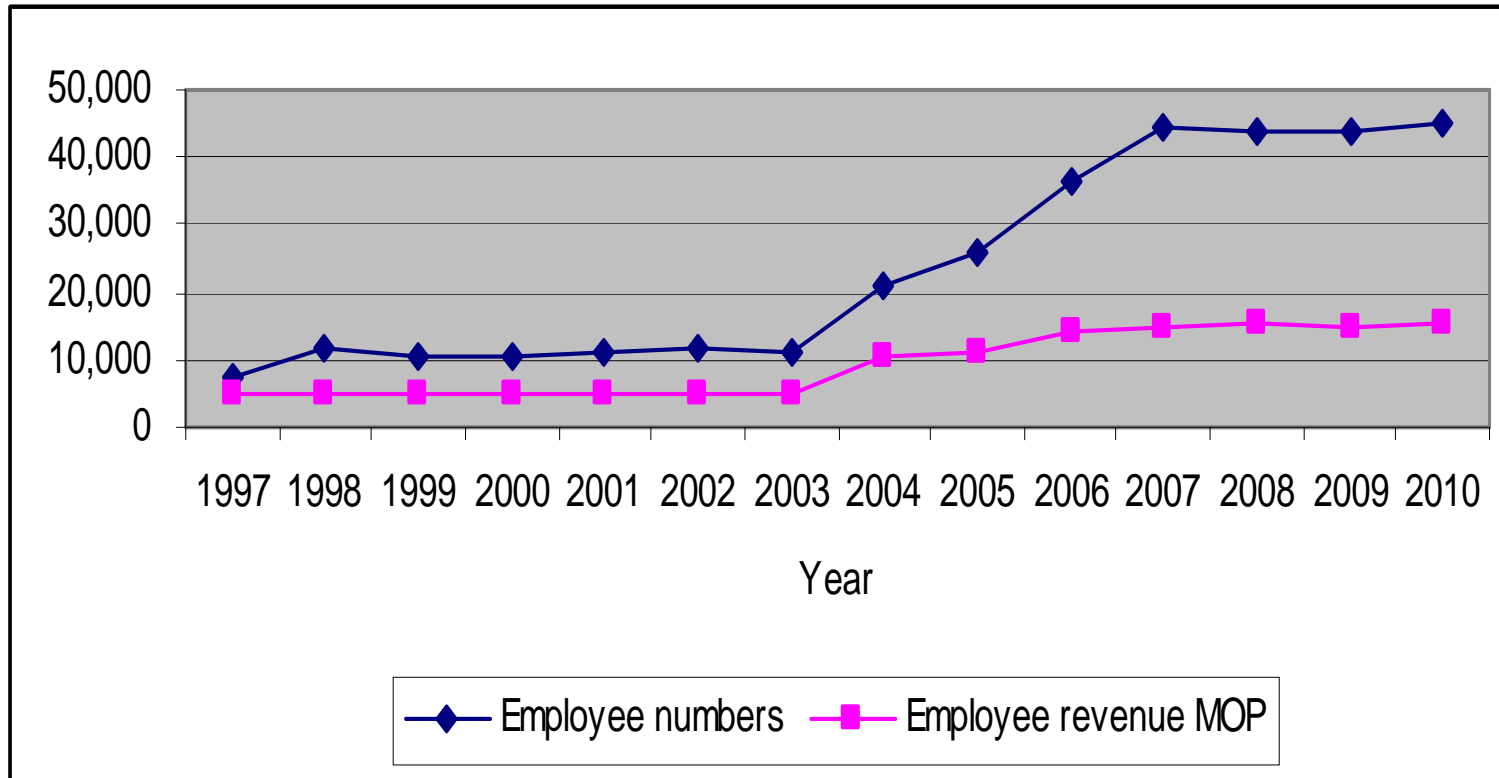
## 3.2 evolution of industry organization



Gambling Company and Revenue Change in Macau

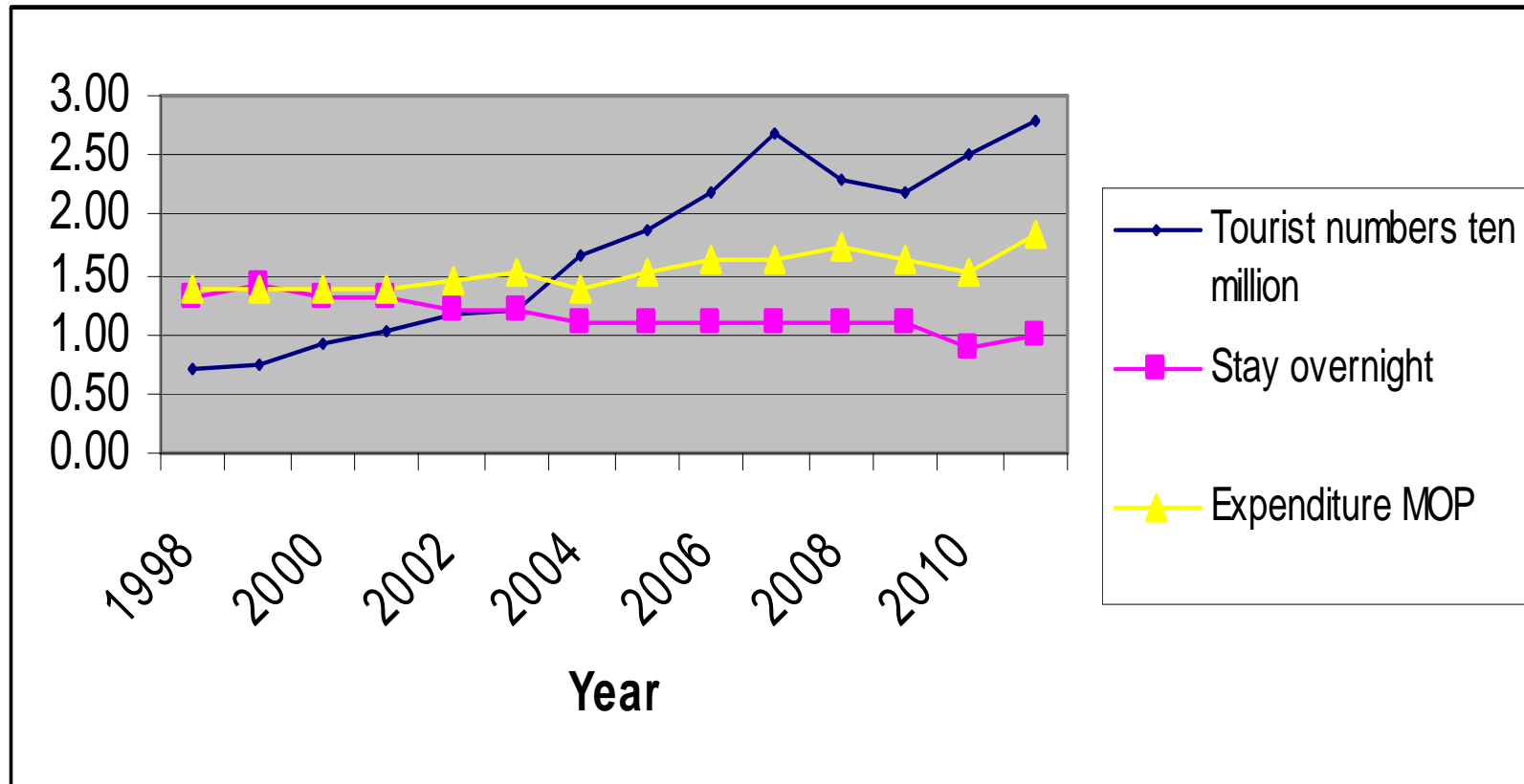


# Casino Employee Revenue Change in Macau

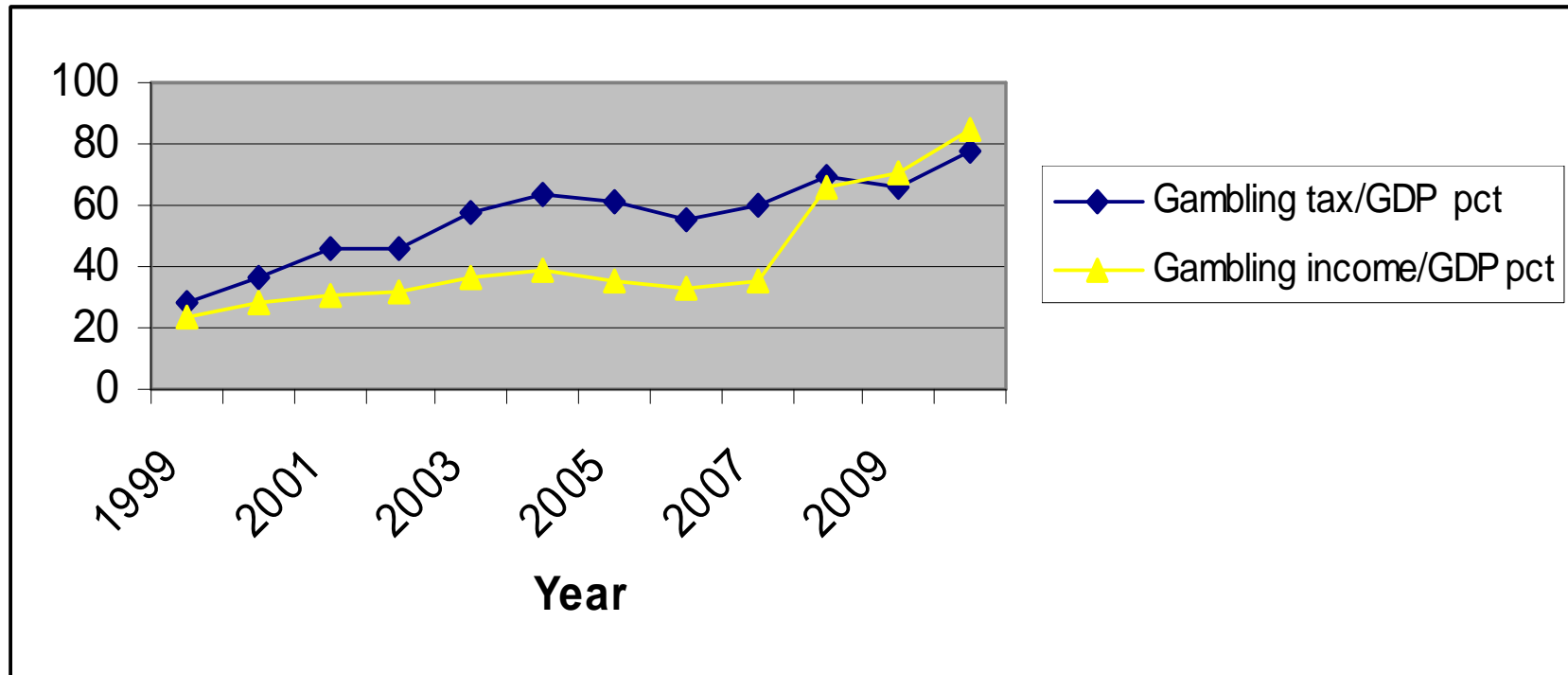


Casino Employee Revenue Change in Macau

# 3.3 Industry market



# 3.4 Industry structure



**Gambling Income and Tax/GDP Proportion change in Macau**

## **3.5 Industry policy**

- **4. Conclusions**

- **Development of Macao's gambling industry is in the fast growing period, which is gradually maturing stage in the nearly future.**

- *Late of research can from four a aspects:*
- *fist is for gambling industry life cycle of features variable of mining and refined, for more objective and accurate to description gambling industry development of law;*
- *second is from gambling products innovation, and organization innovation and system innovation research perspective research gambling industry life cycle;*
- *third is on gambling industry development path of forecast and evolution;*
- *fourth is for gambling industry life cycle stage of development policy research.*