

Afrikan Tähti: Coming to America?

Scenario:

Afrikan Tähti, translated directly as “African Star”, is a board game, which was developed in 1951 by 19-year-old Karl Mannerla. Since its introduction, Afrikan Tähti (see **Exhibit 1**) has become one of the most popular games in Finland and neighboring Sweden (sold there as Afrikas Stjärna). It is even said that every household in Finland has at least one copy of the game.

Afrikan Tähti is set in colonial Africa (see board below). Players search for the African Star by traveling by sea, air, and road across Africa, the winner being the first player to find the star and return to Tangiers or Cairo. Finding other gemstones — emeralds or rubies, for example — earns players money, which can be used for air or sea travel. Players try to evade the dangers of the desert, which cause delays in travel, and hope to avoid robbers who can steal their wealth.

Afrikan Tähti is published by Peliko, the leading Finnish producer of card and dice games, puzzles, and other family-oriented entertainment activities. Finland is a relatively small market, and consequently Peliko has been considering international expansion, especially to the United States, which, on the surface, promises to be very attractive in terms of market size.

Preview copy.

To view the full mini-case, please purchase it from WDI-Publishing.com

Source: <https://www.verkkokauppa.com/fi/product/6116/dmjcb/Afrikan-Tahti>

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