

To the management of PUBG Mobile,

Greetings,

We would like to present this proposal regarding the development of the Clan System in the game. We have noticed that the current system is limited in functionality and does not provide enough incentive for players to stay or engage collectively, compared to other games such as Clash of Clans or Call of Duty Mobile, which made their clan systems a cornerstone of their success.

We will provide some suggestions to improve the Clan System, but you are not obligated to implement them exactly as written, as you are professional developers. If you focus on this system and give it proper attention, it will increase player activity and also generate additional revenue for the game.

## Proposed Enhancements

### 1. Clan Wars

- Daily, weekly, or monthly tournaments between clans.
- Preferably in a special map or dedicated mode within the system.
- Exclusive rewards + global clan ranking points to motivate players.

### 2. Clan Base

- A virtual space where clan members can gather.
- Customizable with banners, statues, and decorations.
- Develops as the clan levels up.

### 3. Cooperative Clan Missions

- Daily/weekly challenges requiring participation from multiple members.
- Individual rewards + group rewards upon completion.

### 4. Rank and Permissions System

- Add ranks such as Event Organizer, Trainer, Recruit.
- Distribute responsibilities more realistically and motivationally.

## 5. Exclusive Clan Rewards

- Weapons and skins carrying the clan's emblem.
- Outfits and special effects for landing or winning.
- Rare items obtainable only through the clan system.

These are my suggestions for the clan system. What would you suggest?

## Revenue-Generating Suggestions

### Clan Pass (Premium Clan Membership)

- Similar to the Battle Pass but exclusive to clans.
- Unlocks additional missions and rewards for subscribers.

### Clan Base Customization

- Sell decorative items (props, effects, banners).
- Allows clans to express their identity and stand out.

### Tickets for Major Clan Wars

- Entry to global clan tournaments requires purchasing a ticket.
- Rewards are highly attractive and very rare.

### Clan Store

- Unlockable through clan points.
- Some items free with points, others require UC.

### Sponsorship for Official Clan Tournaments

- Open opportunities for sponsorship by brands and companies.
- This adds an additional source of income for the game and increases profit from the system.

## Expected Outcomes

- Strengthen teamwork and sense of belonging among players.
- Increase active player retention rates.

- Increase in-game spending through UC and customizations.
- Transform the clan system into one of the core elements of the game rather than a secondary feature.

We hope this proposal will be considered a practical plan that makes PUBG Mobile more enjoyable while also increasing the game's revenue and sustaining its player base.

Sincerely,

Your devoted player, Mostafa Hamza Al-Iraqi

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I hope to maintain ongoing communication with you to contribute in making my favorite game even more enjoyable.