

Brianna Perriello
Prof. Gertner
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Walt Disney

Walt Disney is one of the most prominent global corporations today, and has been for about nine decades now. This is all thanks to one of the most talented men, Walter Elias Disney. Disney was a man with a dream; a dream that he fulfilled. All it took was one person, M. J. Winkler to change his life and other people around the world (Walt Disney). “All of your dreams come true if you have to courage to pursue them” (Walt Disney).

1. Conduct a SWOT Analysis (Strengths and Weaknesses, and Opportunities and Threats).

Disney is such a strong global corporation. With the SWOT analysis at hand, one can analyze its strengths, weaknesses, opportunities and threats. One of the most significant *strengths* of Disney is its brand reputation (Slidemodel). Having been around for so many years, the name Disney is very admired. With such a great reputation because of its name, that leads to another *strength*- diversified business. Disney, as previously stated, is one of the most prevalent global corporations indeed. Not only is it global for the thrill and amusement aspect, it is global film and entertainment wise. Almost every Disney production is based upon a story in a different place. For example, all of the princesses are from all around the world to help bring out the diversity in each and every culture; yet, they all are allies and friends. Also, Disney is one of the market leaders in animation due to the fact of how many years it has been around (Slidemodel). With the corporation's *weaknesses*, some of them are not as major as others. For

example, the decline of cinemas is not as major as the high cost of operations (Slidemodel). The decline in cinemas basically means that throughout the years, Disney has not been so quick and creative as they were with films and movies. Yes, there are always new films coming out based upon Disney stories or being told in a different way, but that does not mean that they are doing well in the cinema aspect. Now, with the high cost of operations, well sometimes Disney can be expensive; therefore, causing some customers to drift away.

For Disney's *opportunities*, they have the chance to grow and emerge in markets (Slidemodel). This means that they have the chance to expand in places or in terms that they have never before. Also, they have the *opportunity* to release new successful stories and characters. Then, along with the global aspect, they have the chance to expand their productions all the way to China. *Threats* for the Disney Corporation could be the loss of revenue due to infringement (Slidemodel). Also, competition is a significant aspect for Disney. Along with changing animation trends that could push away customers because some people do not like change.

2. Name the brand's main competitors.

Disney has many substantial competitors. Some include: 20th Century Fox Entertainment, CBS Corporation, Viacom, Time Warner Incorporated, News Corporation, Comcast Corporation, and NBC Universal (Hoovers).

3. What environmental factors may affect the brand? Explain how.

Environmental forces affect the organization in many ways. Some of the most prominent factors are social, economic, technological, competitive, and regulatory. With Disney, some social factors could be how fast social media is advancing every day

(Slideshare). Changes in customer's preferences for entertainment also change. Customers from the early 2000s might not like the new changes that Disney has added for the years to come. This could be considered a threat for such a big corporation. However, one social factor that will always be an opportunity for Disney is how significant it is in family and childhood entertainment (Slideshare). Economic factors may include a global financial crisis, and the fact that Disney needs to accept economic growth as a global corporation and to ensure that this is not ignored. Both of these could be considered threats; however, economic growth could also be an opportunity. Economic growth is beneficial for corporations and companies, so Disney needs to ensure that they are prepared for that (Slideshare).

Technologically, Disney needs to keep up. Improvements are made on a regular basis with technology, so as an opportunity and a threat Disney has to take that into perspective (Slideshare). Along with these changes comes more demand to entertainment products and costs. Competition is another major factor. Newly found competition could be threatening for Disney. In fact, some smaller businesses could flourish so quickly that Disney would not know what hit them. One opportunity could be to partner with some competition to ensure that there are some civil actions going on. Finally, with regulatory forces, product safety is important (Slideshare). Safety is important under all aspects. Also, tax benefits with the animation industry (Slideshare). Anyone in the animation industry enjoys seeing the tax benefits, and this could be threatening or opportunistic for the Disney Corporation.

4. Describe the brand's target markets, positioning, and marketing strategy (4 P's).

Disney's Target Market is very simple. They target at families, children and teenagers. "Adults are only kids grown up, anyway" (Walt Disney). These words said by the famous man himself, is very accurate. "Disney must then position itself on the targeted customers' demands" (Brand Management). In other words, Disney's positioning plan is to please the customers. They have a goal. This goal is to implement more fun and new products for the Disney Company to attract more and more people (Brand Management). Their strategy is smart. Disney knows their customers, and their seasons. They ALWAYS advertise. Also, no one's experience with Disney will ever be the same. They ensure that they keep adding attractions, and keep the magic because they want to make sure everyone comes back. Another major benefit is how they guarantee that parents will approve of what they add, and are comfortable with everything for the safety of their children.

Product, Price, Place and Promotion are key to success with a global corporation like Disney. With *product*, Disney is very unique (Marketing). Everything about its products is diverse. Also, the quality of production is important as well. Disney has been around for so many years now; they have excelled in product quality. *Price* is very significant. Because of how long Disney has been around, customer loyalty is indeed important for their success. Yes, Disney is one of the top prices corporations; however, because of the great service and quality of their demands, customers do not mind paying the high prices (Marketing). With *place* comes location. Disney is absolutely everywhere. With stores and theme parks located in North America, Europe, and Japan, there is no problem for Disney to not get noticed (Marketing). Finally, *promotion* allows the brand to be known. Although

it already has a great reputation, promotion is beneficial (Marketing). Disney gives to everyone. They relate to babies, children, teens and even adults. Along with this, they also have a huge network that helps publicize them and that would be ABC.

5. What have been the key success factors for Disney?

Disney has plenty of success factors that play a key role in helping them become known. One of them would be the utilization of fixed assets (MBA-Lectures). In other words, they used fixed assets to help them establish film studios, theatres and theme parks. Also, the great reputation they have benefits their success. Innovation capabilities would fall under how well they respond to customer's needs and preferences. In fact, Disney is very well known for actively responding to customer's needs. Diversity and flexibility comes next (MBA- Lectures). A global corporation needs to be diverse and flexible with basically everything they do, and that Disney is. Finally, they have come to be technologically savvy (MBA- Lectures). With the huge advancements in technology through the years, Disney has done a great job of keeping up.

6. What recommendation would you make to keep the brand successful?

To help benefit Disney in how they can become an even better corporation I have some recommendations. I think that if they expand their resorts or theme parks more towards northern states, their cherished brand name could possibly make more a difference than it already does. I would say to improve their advertising skills a bit more as well with their ads or commercials. One thing that could make everyone see Disney in a totally different way is to refurbish old comedies and have them meet with today's

technology. And finally, I would say to renovate theme parks and sure that they are safe and stay appealing to customers so that loyalty stays significant.

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