

Requirement 3: SWOT Analysis

Internal Strength:

The Disney Company is the worldwide leader of family entertainment. In order to achieve this reputation The Disney Company has grown tremendously since its birth. In growing itself, The Disney Company also grew its internal strengths. One of the main strength's the Walt Disney Company holds is its diverse range of businesses. The Disney Company has five different business branches; media networks, parks and resorts, studios, consumer products, and interactive media. This diversification allows the Disney Company to market its products and services through many different avenues. Another key to The Disney Company's success are its highly regarded brands. The Walt Disney brand has been around for decades and has become a household name. "Disney World" is one of the premier vacation spots for thousands of Americans each year. They've also created many sub-brands such as Mickey Mouse and Donald Duck; these character brands have generated millions of dollars in revenue for the Walt Disney Company. The two strengths of having a diverse business and popular brands go hand in hand. The Walt Disney Company successfully markets its brands in a wide variety of areas ranging from movies to food products.

The Disney Company has also focused a lot of resources on not only diversifying their own business but also their target market. By acquiring and creating networks such as ESPN, ABC, A+E, the Disney Channel they not only acquired a much larger consumer base but also the ability to utilize specific marketing techniques aimed at certain demographics.

Internal Weakness:

By accumulating a high amount of success, you also create very high standards for your own products. The Disney Company has to make sure that each product that they are affiliated with reaches a certain standard of quality. The Disney Company is subject to a higher amount of

scrutiny due to the high success of their previous products. This also causes the Disney Company to invest a lot of resources in quality assurance and research and development in order to deliver on the high standards they have created for themselves.

External Opportunities:

The Disney Company is subject to the same opportunity that nearly every business these days could take advantage of, new technology. The increased sales of smartphones, tablets, and other mobile devices with online capabilities provide another avenue to provide entertainment to the customer. The Disney Company has taken advantage of this trend by creating applications for mobile devices but the constant technological advancement allows for this opportunity to continuously exist. A rise in instant video streaming services, such as Netflix, has clearly taken profits away from The Disney Company. Disney could possibly regain those lost customers by working with on-demand streaming services to also provide their television shows.

External Threats:

The Disney Company offers many products, such as television shows and movies, which are now attainable via piracy. Recent advancements in file sharing and Internet speeds pose a great threat to The Disney Company, which is heavily dependent on consumers purchasing movie tickets and watching their television shows. The entire DVD market is also in a decline due to the technological advancements. The Disney Company was founded almost one hundred years ago. The Disney Company's full ability to adapt to the changing markets and technologies consistently will play an essential role in determining whether or not it remains a leader in the entertainment business.