

#### Requirement 4:

The Walt Disney Company definitely has a sustainable competitive advantage. A competitive advantage is when a business can do something that allows it to outperform its competitors. The Walt Disney Company was founded in 1923, showing that it at least has some ability to compete in the entertainment market. Through its long life, The Walt Disney Company has accumulated much strength that will allow it to prosper for the long term. Its world-renowned brands resonate with consumers more so than any of its competitor's brands. Through their life span Disney has worked very hard to research its markets and their success make it clear that they understand the consumers needs on a very deep level. The Walt Disney Company's strengths and opportunities far outweigh its weaknesses and threats. The Walt Disney Company does an incredible job in diversifying its business and rapid advancements in technology will only further their diverse ways of delivering entertainment. The company's longevity proves that it has the ability to adapt to any change in the market and to the advances in technology. I believe that the Walt Disney Company's highly valued brands, diversification of how it markets those brands, and ability to adapt to the markets and technological advancement provides sufficient evidence to claim that it indeed has a sustainable competitive advantage.

Work Cited

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