

Walt Disney company Strategic management

Author's Name

Institutional Affiliation

capstonewriting.com

## **Walt Disney company Strategic management**

### **Introduction**

In the year 1923, two brothers named Roy and Walt Disney went to Los Angeles to sell their animated shots and cartoons. In the beginning, no one ever thought that their names would be famous for the entertainment throughout the world. For over the past decades, Walt Disney has realized their dreams through the creation of countless cartoons. Currently, the company owns different media networks such as ESPN, ABC and soap net televisions networks. The company growth in different countries is still ongoing through the creation of feature film and parks in different countries (GREISER, 2017).

### **Mission statement**

The mission statement may be the organization's statement of purpose. Disney's current mission statement is to become the world leader in provision and production of information and entertainment. The company applies its brand portfolio in differentiating its content, consumer product, and services. It seeks to come up with the most innovative, profitable and creative entertainment experience and other related products in the world.

### **Objectives**

The company objectives are similar to company goals. A company sets goals to determine the expected results for short-term and long-term achievement. The existing economic condition makes it difficult to set goals. Just like any other company Walt Disney has to set goals along functional lines that push the company to its greatness that is attainable. The objectives have to be measurable, precise and clear. The Walt short-term goal is to lead in producing and providing information and entertainment using its wide range of brands. The long-term goal is to

reduce the impact of its activities on the environment, reduce the amount of fuel consumed, and properly manage the waste produced (Hill, 2014).

### **Strategies**

Walt strategy is known as scattered informal and horizontal approach. Ideas originate at departmental levels and are processed through the hierarchies downwards to the final decision-making stage. The highly creative employee aims to generate new business strategies and approaches. More focus lies on talented employee's participation. The company frequently refreshes its top management with new "top leaders" within the entertainment industry. The other strategy is the focal point. The company meets the market demand with adequate supply of goods in the most efficient and suppressed manner.

For Walt Disney to achieve these objectives, the company's primary focus is on the family and the community. It also inspires children to help the community. The company aim is to open affordable good experiences so that children and parents can create memories. To achieve its objective of reducing environmental pollution Walt Disney avoid emissions, increases efficiency through emission reduction, using low carbon fuels in place of high carbon fuels.

### **SWOT analysis**

#### **Strength**

Disney's main strength is its business experience, its resources, and its low-cost energy strategy. Also, its brand has grown stronger and increased in popularity over many years. The company's operations have diversified hence their product sells even as similar products reduce their sales. The company operations have expanded globally particularly in Europe and Japan.

Strength in internal resources directly translates to financial and human resource stability. Walt Disney employees are very creative; they have released many box office productions over the

years. The low-cost corporate strategy ensures the goods produced retain quality with controlled costs (Hammontree, 2014).

### **Weaknesses**

Corporations have internal weaknesses too. The leading company weaknesses are frequent changes in top management, high overhead expenses, and heavy workload. The high number of employees could pose a challenge to communication and a lot of bureaucracy within the corporation. The workload is on the rise, and the organization is expected to be in a position to support the extended workload through venturing into more niches and businesses. The company frequently changes in its corporate staff further complicates the organizational structure. Many things have to change, some of which are leads to resistance and increased expenditure.

### **Opportunities**

There is a need to recognize analyses and respond to opportunities at an early stage. The threats facing Walt Disney outnumber the available external opportunities. Positive attitude to its corporation by the government and blocking of new entries and some of the opportunities the company enjoys in the entertainment industry. Legislative and legal forces are negative factors to the company. As long as there exist barriers to entry into the highly specialized industry water Disney belongs to, such as substantial investment cost Walt Disney will continue with its operating in a less competitive environment.

### **Threats**

The main threats to Walt Disney Company include; the oversaturated politics, markets, and economic aspect on the global scale and foreign competition. Supply of good and service in the entertainment industry is continuously becoming oversaturated. The competition is

increasing; in the end, it's only the powerful companies that will survive. Walt Disney has managed the threats to some extent and has globalized and diversified its operations.

### **Impacts**

Analysis of Walt Disney has improved knowledge not just of Walt Disney Company but also provided insight on excellent management skills. Regarding management, it is not critical to consider who is managing who but how best to guide other on the best things to do. Disney is quite a creative company when it comes to minimizing losses and effect to the company. Any company, however big it is, has weaknesses.

### References

GREISER, L. M. (2017). *INTERNATIONAL STRATEGIC MANAGEMENT. THE EXAMPLES OF RYANAIR, WALT DISNEY, IKEA, AND OTHERS*. GRIN PUBLISHING.

Hammontree, M., & Irvin, F. (2014). *Walt Disney*. Aladdin Books.

Hill, C. W., Jones, G. R., & Schilling, M. A. (2015). *Strategic management: An integrated approach*. Cengage Learning.

Lynch, R. L. (2018). *Strategic management*. Pearson Education.