## Walt Disney SWOT Analysis

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| Strengths  * Brand reputation * Fox Family (2001), Pixar (2006), Marvel (2009), Lucasfilm (2012) acquisitions * Diversified businesses * Market leader in animations | Weaknesses  * Viewership platform coverage |
| Opportunities  * Rise of cheap web platforms * Movie production and viewership opportunities in China | Threats  * Loss of revenue due to piracy * Popularity of competitor companies * Changing animation trends * Changing viewership trends * Decline of cinemas * Lack of access to web |

### Strengths

* Current services that are efficient and effective
* Surplus of resources or strong capabilities

### Weaknesses

* Current services that are not efficient and effective
* Industry benchmarks are higher than ours
* Lack of resources or weak capabilities

### Opportunities

* Markets that are not being exploited that show a promising future
* Negative risks that are decreasing
* Markets that have been or will be disrupted by technology that we can handle

### Threats

* Negative risks that are increasing
* Competition that is increasing
* Markets that have been disrupted without having a handle on them