# DAT 205 Module Two Company Research

## **Company**

Identify the name of the business organization.

| The Walt Disney Company |
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## **Form**

Identify and describe at least three characteristics of the business organization’s form.

| **They are a for profit company.** Walt Disney Company is for-profit and can keep all the profits generated through the many streams of income and can do with the profits whatever they see fit to do with them. One example of what they use the profits for is to improve the theme parks or maybe add a new cruise liner to their fleet of cruise ships. They are also subject to taxation by local, state and federal authorities. |
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| **They are a corporation.** The Walt Disney Company is a C-corporation. The company is not owned by one person but many shareholders. The company is also legally liable for the action and debts that the business incurs. The reason the Walt Disney Corporation is a C-corporation is because in the sub chapter C of chapter one in the Internal Revenue Code it states the general tax rules affecting corporations and their shareholders. Some of the advantages of being a corporation is the limited liability, ability to generate capital, corporate tax treatment and attractiveness to potential employees. Corporations can generate funds through the sale of stocks. Corporations file taxes separate from the owners and the owners pay taxes based on the money paid to them.  The disadvantages of a corporation are time and money, double-taxing and additional paperwork. Corporations are taxed on when the company makes a profit and when dividends are paid to shareholders. Lastly there is lots of paperwork due to regulations from local, state and federal laws. |
| **They are a large sized business.** The Walt Disney Company is a large business with well over 200,000 employees across the various businesses. |

## **Functions**

Identify and describe at least three key functional areas that exist in the business organization.

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| **Media Networks.** The company owns several cable networks as well as domestic television networks. The cable channels owned by Disney include, ESPN, the Disney channels, FreeForm, as well as FX and FXX. They recently acquired 21st Century Fox and the domestic channels include the ABC Television Network. The ABC Television Network has affiliation with more than 240 local stations and has the power to reach 100% of the US television viewing population. |
| **Disney Parks.** Disney’s Parks, Experiences and Products segment is composed of theme parks and resorts in Florida, California, Hawaii, Paris, Hong Kong, and Shanghai. It also includes a cruise line and vacation club.  The Parks, Experiences and Products segment reported revenue of $7.2 billion in Q1 FY 2022, rising 101.6% from the year-ago quarter. The segment posted operating income of $2.5 billion, a significant improvement from the operating loss of $119 million in Q1 FY 2021. |
| **Walt Disney Direct-to-Consumer and International (DTCI).** Walt Disney Direct-to-Consumer and International (DTCI) were formed as part of The Walt Disney Company’s March 14, 2018, strategic reorganization in anticipation of integrating 21st Century Fox's assets, with units coming from all of the other segments. |

## **Relationships**

Describe the relationships between the business organization’s form and functions.

| The relationships between The Walt Disney Company’s form and functions are that they all exist in their own space. They all have their own head of the segment, and they all contribute to the overall health of the company. The Walt Disney Company 's form is divisional. The four divisions that the company operates through are Media Networks, Parks, Experiences and Products, Direct to Consumer and International and Studio Entertainment. These four divisions all operate independently of each other, and all generate their own revenue which accounts for the company’s total revenue. |
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## **Citations**

Cite all sources used in your research in APA format.

| Michael J. (2023)10 Characteristics that make The Walt Disney Company a Fabulous Employer. How toDisney.com  <https://howtodisney.com/10-characteristics-that-make-the-walt-disney-company-a-fabulous-employer/#:~:text=The%20company%20follows%20the%20four,an%20expert%20at%20their%20job>  MarketLine (2023) The Walt Disney Company.  <https://advantage-marketline-com.ezproxy.snhu.edu/Company/Profile/the-walt-disney-company?companyprofile3>  Matthew Johnston (2022) How Disney Makes Money. Investopedia.com  <https://www.investopedia.com/how-disney-makes-money-4799164#:~:text=Disney%E2%80%99s%20Parks%2C%20Experiences%20and%20Products%20segment%20is%20composed,also%20includes%20a%20cruise%20line%20and%20vacation%20club>. |
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