



The *WALT DISNEY* Company

Strengths



1- Good relationship with the suppliers.



Collective Bargaining Agent

2- Maintaining healthy relationship with collective bargaining agent (CBR).

3- Strong Digital Marketing.



Strengths



4- Strong customer service.



innovative
ENTERTAINMENT

5- Innovative entertainment business.

6- Capable of producing new Products and Services in a short span of time.



Strengths



7- Good Leadership position.



Leadership



8- Strong brand image.



9- Ownership of iconic brands.

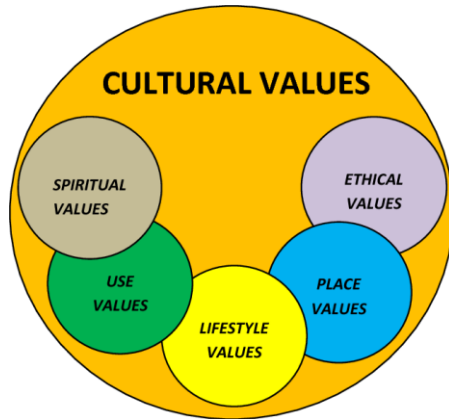


10- Having a cloud gaming sector.

Weaknesses



1- Walt Disney needs more rigorous analysis in understanding the consumer behavior.



2- Walt Disney needs improvement in tracking the changes in cultural values.



3- The mission of the company strategic directions and long term objectives needs improvement.



Weaknesses



4- Limited diversification.



5- Limited expansion of amusement parks.

6- Omnipresence .



Weaknesses



7- Poor revenue in some of the business divisions.



8-High Financial Risk.

9- Seasonality.



10- Reoccurring film flops.



Internal Factor Evaluation (IFE) Matrix

| Key Internal Weighted factors | Weight | Rating | Score |
|---|--------|--------|-------|
| Strengths | | | |
| Good relationship with the suppliers. | 0.077 | 3 | 0.231 |
| Maintaining healthy relationship with CBR. | 0.023 | 4 | 0.092 |
| Strong Digital Marketing. | 0.056 | 2 | 0.112 |
| Strong customer service. | 0.044 | 4 | 0.176 |
| Innovative entertainment business. | 0.098 | 2 | 0.196 |
| Capable of producing new Products and Services in a short span of time. | 0.088 | 2 | 0.176 |
| Good Leadership position. | 0.01 | 4 | 0.04 |
| Strong brand image. | 0.039 | 1 | 0.039 |
| Ownership of iconic brands. | 0.061 | 4 | 0.244 |
| Having a cloud gaming sector. | 0.004 | 3 | 0.012 |

| Key Internal Weighted factors | Weight | Rating | Score |
|--|--------|--------|-------|
| Weaknesses | | | |
| needs more rigorous analysis in understanding the consumer behavior. | 0.004 | 3 | 0.012 |
| needs improvement in tracking the changes in cultural values. | 0.061 | 1 | 0.061 |
| strategic directions and long term objectives needs improvement. | 0.039 | 4 | 0.156 |
| Limited diversification. | 0.01 | 2 | 0.02 |
| Limited expansion of amusement parks. | 0.088 | 1 | 0.088 |
| Omnipresence | 0.098 | 2 | 0.196 |
| Poor revenue in some of the business divisions. | 0.044 | 4 | 0.176 |
| High Financial Risk. | 0.056 | 2 | 0.112 |
| Seasonality. | 0.023 | 3 | 0.069 |
| Reoccurring film flops. | 0.077 | 4 | 0.308 |
| Total | 1 | | 2.516 |

Team Members



Mohamed Safi Ahmed
20170237

Under Supervision of

TA. Nessma Mohamed El-Kelany