




Disney's Strategic Planning

An Analysis of Disney's Strategic Approach

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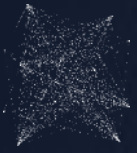


01

Introduction

► History

► Area of operations



Introduction



Created by Walt
Disney in 1923.

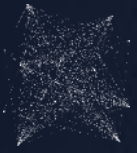


Creates animations,
movies and TV
Series



Parks, Cruises and
Hotels

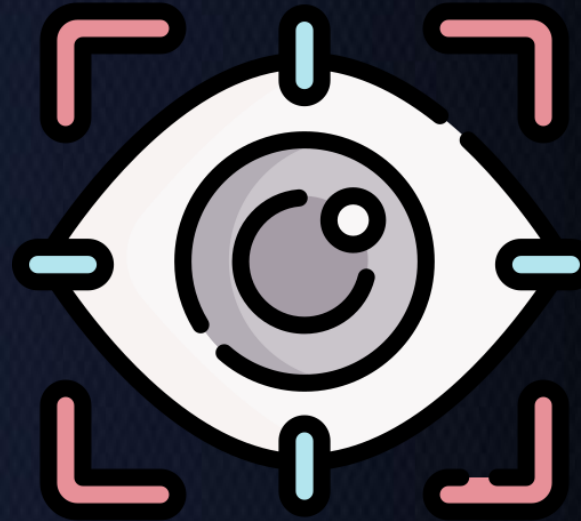




Mission and Vision



To entertain, inform and inspire people around the globe through the power of unparalleled storytelling



To offer the best family entertainment in the world through theme parks, cruises, movies, and radio and television coverage of news and sporting events globally.





02

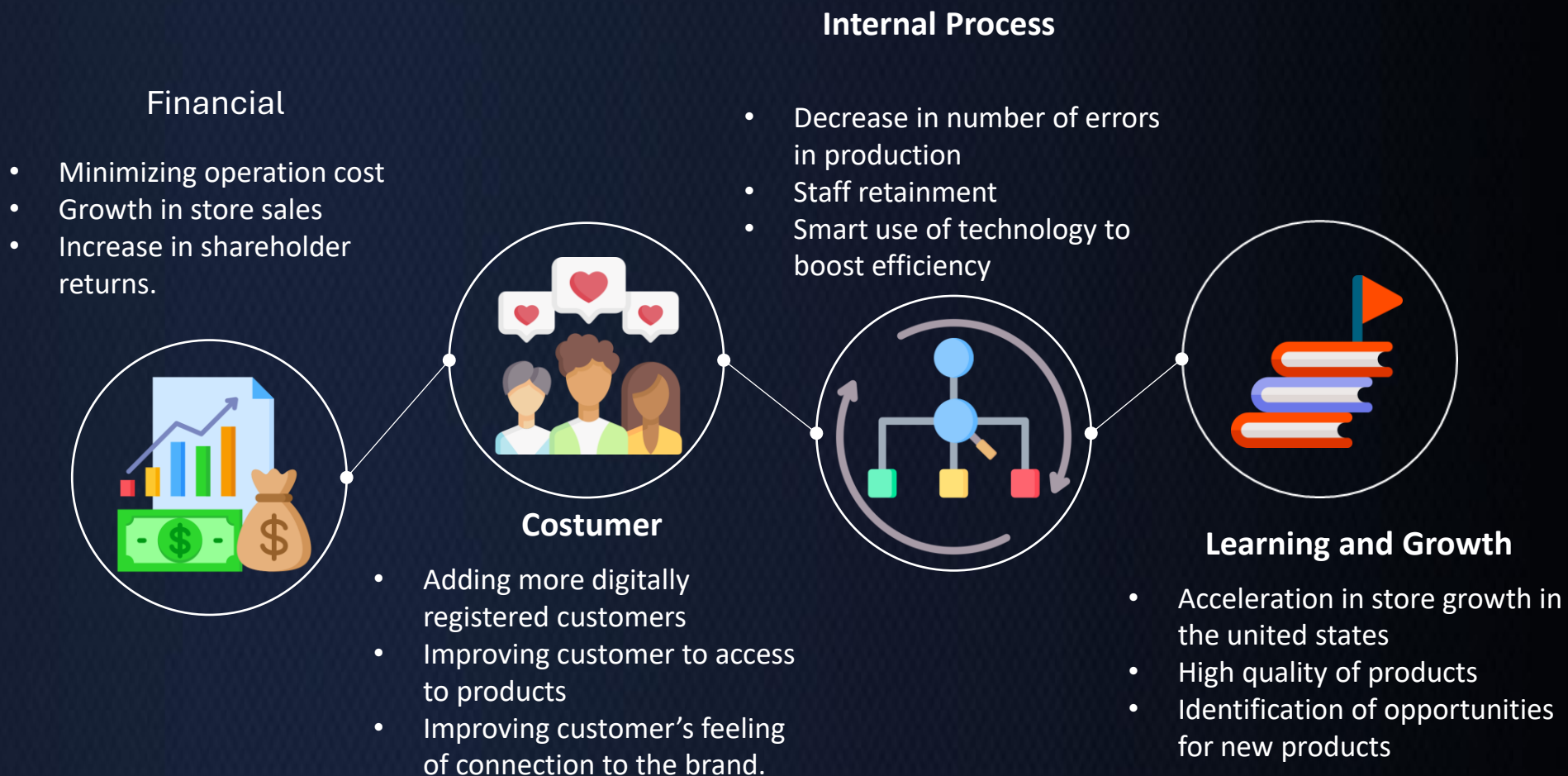
BSC & SWOT Analysis

► Balanced scorecard

► Strength, Weakness,
Opportunities, Threats



BSC Analysis





SWOT Analysis



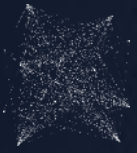


03

Environmental Analysis

► PESTEL Analysis





Environmental Analysis



Political

Regulation and censorship, Trade policies, political stability, public policy



Economic

Interest rate, inflation, global economic climate, exchange rate



Sociocultural

Changing family dynamics, Cultural sensitivity and diversity, Healthy



Technological

Digital Streaming, animation and CGI, AR and VR, AI, 4K, Theme park innovation



Environmental

Sustainability initiatives, Waste management, carbon footprint



Legal

IP rights, Employment laws, Data protection, M&A regulations

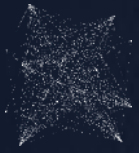




04

Conclusion

► outcome



Outcome

