

# Disney's Strategic Planning

An Analysis of Disney's Strategic Approach



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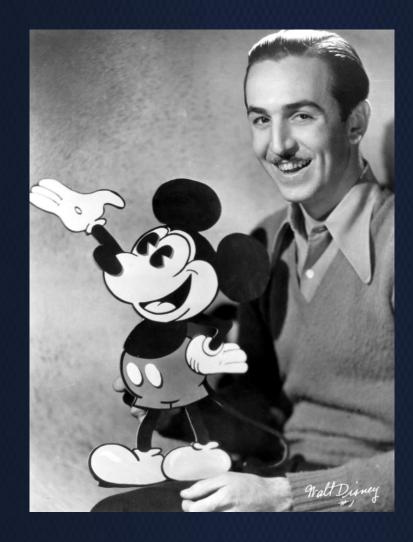
# Introduction

History

Area of operations

# Int

# Introduction





Created by Walt Disney in 1923.





Creates animations, movies and TV Series





Parks, Cruses and Hotels

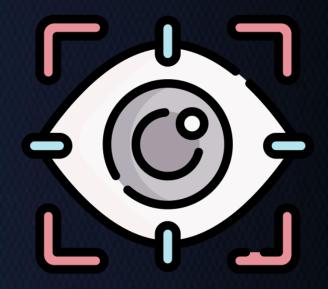




### Mission and Vision



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.





# **BSC Analysis**

#### Financial

- Minimizing operation cost
- Growth in store sales
- Increase in shareholder returns.



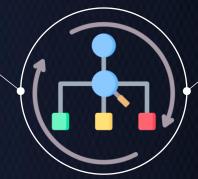


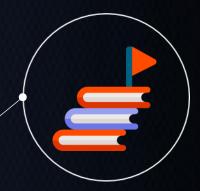
#### Costumer

- Adding more digitally registered customers
- Improving customer to access to products
- Improving customer's feeling of connection to the brand.

#### **Internal Process**

- Decrease in number of errors in production
- Staff retainment
- Smart use of technology to boost efficiency





#### **Learning and Growth**

- Acceleration in store growth in the united states
- High quality of products
- Identification of opportunities for new products





## **SWOT Analysis**



Iconic brand recognition, diversified portfolio, strong financial position, High quality content and intellectual property, Experienced management team.

Dependence on specific franchises, High operation cost,

Dependence on partnerships and licensing agreement, vulnerability
to economic downturns,

Expansion into new markets, Increased demand for online content, strategic acquisitions, investment in original content, technological advancement

Stiff competition, technological disruptions, piracy, regulatory challenges, talent retention and competition









## 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







