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THE WALT DISNEY COMPANY SWOT & PESTLE ANALYSIS

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Company Name : The Walt Disney Company

Company Sector : Media & Entertainment

Operating Geography : North America, United States, Global

About the Company : The Walt Disney Company popularly known as Disney was established in 1924 by two brothers Walt and Roy Disney. It is a leading diversified international family entertainment and media enterprise with five business segments: media networks, parks and resorts, studio entertainment, consumer products and interactive media. The company is headquartered in Walt Disney Studios in Burbank, California and has around 201,000 employees as of 2018. Disney ranks number 4 on Fortune's 2019 list of 'World's most admired companies.'

Disney commenced its victorious journey by establishing itself in the animation industry followed by films production, television and theme parks. Disney continued to acquire great companies to penetrate in newer markets and become a leader in every industry, Disney acquired 21st Century Fox last year, this is one of the notable acquisition.

Disney's mission and vision are to be leaders in both industry and business. The world's largest media company driven by a great team of leaders endeavors at producing creative and innovative content by utilizing the latest technology and penetrating in new markets. Disney's official vision and mission statement as per its website is "to be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world." The Unique Selling Proposition or USP of Disney unfolds to be the world's largest independent media and entertainment company in terms of revenue, leader of American animation industry and having one of the greatest assets the Walt Disney Studio-the largest and the best studio in America.

Revenue :

US\$ 59.43 billion- FY ending 30th September 2018 (y-o-y growth of +8%)

USD 55.13 billion (FY ending September 30th, 2017) (y-o-y change of -1%)

USD 55.63 billion (FY ending September 30th, 2016)

SWOT Analysis :

The SWOT Analysis for The Walt Disney Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand image 2.Diversified business portfolio 3.Strong and consistent financial performance 	<ul style="list-style-type: none"> 1.High prices and cheaper alternatives 2.Limited television target audience 3.Lack of new characters and stories
Opportunities	Threats
<ul style="list-style-type: none"> 1.Focusing on online platform and live stream 2.International expansion 	<ul style="list-style-type: none"> 1.Intense Competition 2.Localization and changing cultures 3.Increasing menace of piracy

PESTLE Analysis :

The PESTLE Analysis for The Walt Disney Company is given below:

<p style="text-align: center;">Political</p> <p>1.Participation in public policy dialogues and corporate lobbying</p>	<p style="text-align: center;">Economical</p> <p>1.Strong GDP growth with increasing demand for entertainment in emerging markets</p>
<p style="text-align: center;">Social</p> <p>1.Nature of content across markets 2.Cultural inclinations of target audiences to be kept in mind</p>	<p style="text-align: center;">Technological</p> <p>1.Staying in sync with latest technology and innovations 2.Customer experience focus through technological innovation</p>
<p style="text-align: center;">Legal</p> <p>1.Pending approval of merger with 21st Century Fox</p>	<p style="text-align: center;">Environmental</p> <p>1.Initiatives towards low carbon economy and environmental stewardship</p>

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