

---

# S&P TEST

SWOT & PESTLE.com

---

## THE WALT DISNEY COMPANY SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

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

## PESTLE Analysis :

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

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

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **The Walt Disney Company** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**