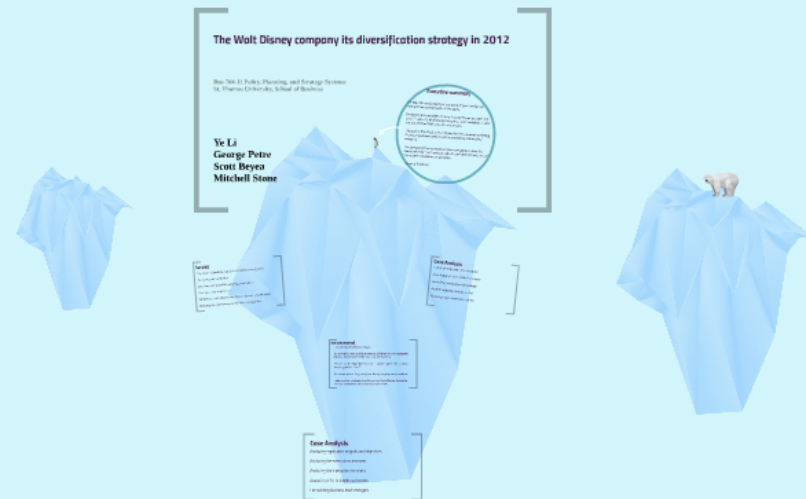


The Walt Disney Company: It's Diversity Strategy



TheCasesolutions.com

The Walt Disney company its diversification strategy in 2012

Bus-704-11 Policy, Planning, and Strategy Systems
St. Thomas University, School of Business

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Executive summary

The Walt Disney Company is one of the largest media and entertainment corporations in the world.

During the late twentieth century, Michael Eisner founded and gave a rebirth to Walt Disney Company. Eisner revitalized TV and movies, Theme Parks and new businesses.

The goal of this study is to analyze the international marketing strategy, operations and business portfolio of a diversified company.

The company faces competition from companies within the media network and television industry and alternative forms of leisure and entertainment activities.

scope of business

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Issues

The company broadly diversified into 5 main business segments

The strategy was centered on

Does Walt Disney's portfolio exhibit good strategic fit?

What value chain match-ups?

What does a 9-cell industry attractiveness/business strength matrix

displaying Walt Disney Company's business units look like?

recommend

focus on organizational changes.

By promoting from within, employees will know the new corporate officers, and understand the new rules of the game.

Disney's market diversification is excellent, but what is the point of licensing product ideas?

the company is drifting away from its original purpose of existence.

Under no circumstances should the current liabilities be allowed to increase in a greater rate than the current assets.