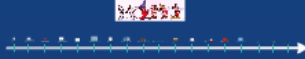
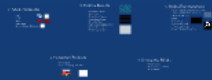


Company History & Description

Important Events of the Walt Disney Company



Company Structure



Internal Analysis

Business Analysis

Strengths:
• Brand Equity
• High Customer Loyalty
• Extensive Distribution Network
• Diversified Revenue Streams
• Strong Intellectual Property Portfolio
• Global Presence
• High Profitability

Weaknesses:
• Intense Competition
• High R&D Expenses
• Limited Geographic Diversification

Opportunities:
• Global Expansion
• Digital Transformation
• New Product Development

Threats:
• Content Disruption (Netflix, Amazon Prime, Hulu, etc.)
• Changing Consumer Preferences
• Global Economic Instability

Organizational Capabilities

• Strong Intellectual Property Portfolio
• "Disney Magic"
• Extensive Distribution Network
• Global Presence

Financial Analysis



Strategic Implementation



Overall, Disney stands out in its industry as a company that has successfully navigated the challenges of the digital age and global expansion, maintaining its iconic brand and high profitability.

Walt Disney Company Recent Case Selection & Analysis



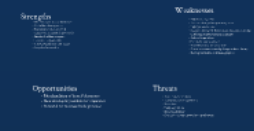
Corporate Level Strategy

Disney's Corporate Strategy is to create a diversified portfolio of businesses that are all profitable and have a strong competitive advantage. This is achieved through a combination of organic growth and acquisitions.

External Analysis



SWOT Analysis



Business Level Strategy

Disney's Business Level Strategy is to create a diversified portfolio of businesses that are all profitable and have a strong competitive advantage. This is achieved through a combination of organic growth and acquisitions.

Walt Disney Company Harvard Case Solution & Analysis

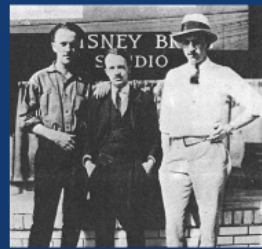


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Company History & Description

Important Events of the Walt Disney Company

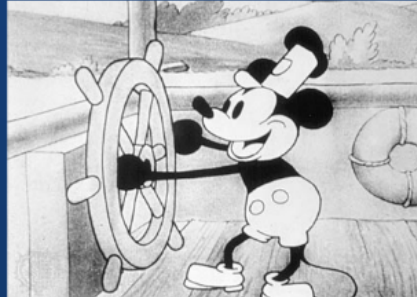




Disney Brothers Studio is
founded

1923





The first appearance of Mickey and Minnie Mouse; company name is changed to Walt Disney Studio

1928





Disney releases its first full-length animated film; Snow White and the Seven Dwarfs

1937





Disney Enterprises, Disney Film Recording Co., and
Disney Productions are all founded under Walt Disney
Company

1938

