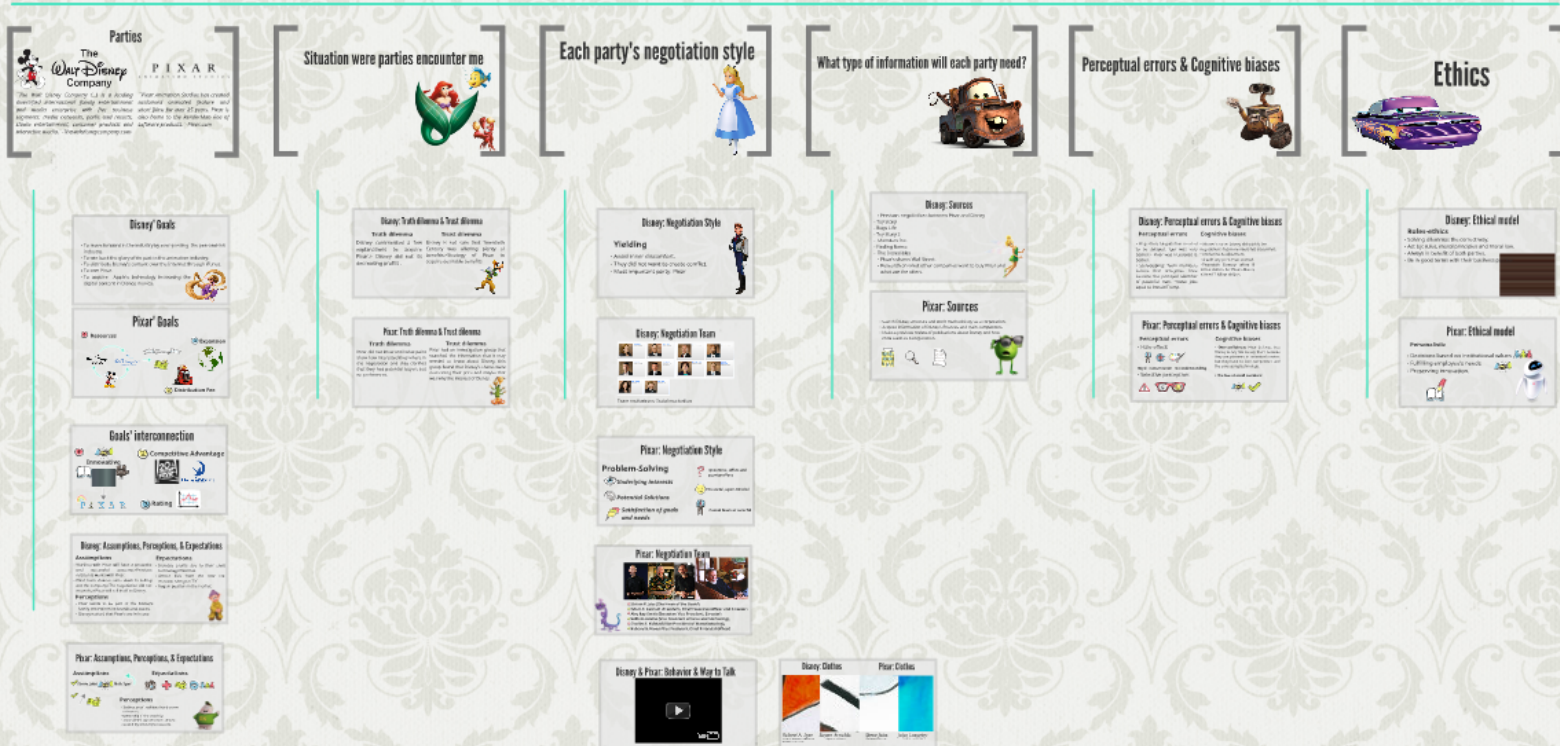


Walt Disney and Pixar Harvard Case Solution & Analysis

Merger of Disney & Pixar

The merger between Disney and Pixar was an amazing example of how a negotiation can see as a partnership contribution and how both parties can get a benefit from each other, even by being in the same industry.

They based the negotiation through a goal that was to get united to produce high quality animation for next generations; due to the magnitude of the bargaining, both companies were able to increase the size of their profits, Pixar will release two films in the coming year and Disney expanded its audience by capturing Pixar market.



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Parties



The
WALT DISNEY
Company

P I X A R
A N I M A T I O N S T U D I O S

"The Walt Disney Company (...) 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." -Thewaltdisneycompany.com

"Pixar Animation Studios has created acclaimed animated feature and short films for over 25 years. Pixar is also home to the RenderMan line of software products." -Pixar.com

Disney' Goals

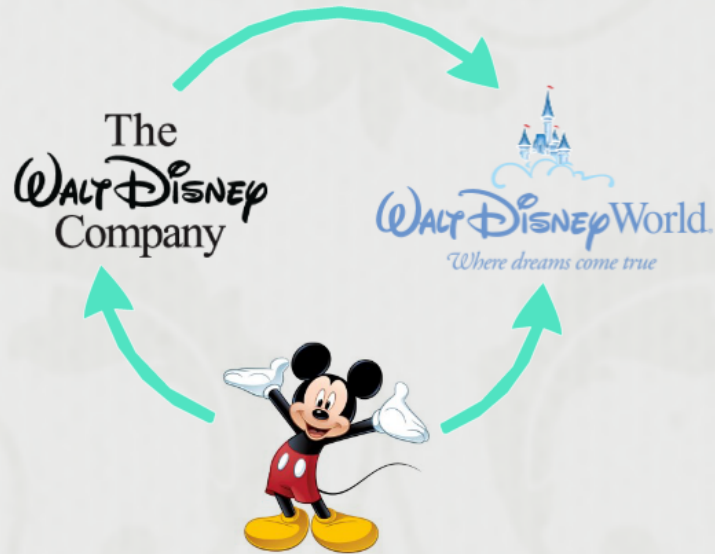
- To move forward in the industry by over-passing the pen-and-ink industry.
- To win back the glory of its past in the animation industry.
- To distribute Disney's content over the Internet through iTunes.
- To own Pixar.
- To acquire Apple's technology increasing the digital content in Disney movies.



Divar' Goals

Pixar' Goals

① Resources



Brand Image



③ Expansion



② Distribution Fee



Goals' interconnection

1



Innovative



P



X

A

R

2

Competitive Advantage



3

Rating

