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1. 0 INTRODUCTION

About the Founder (entrepreneur):

Walter Elias Disney, founder of the Walt Disney Company, was a pioneer in the development of animation as an industry. Walter Elias "Walt" Disney was born on December 5, 1901, in Hermosa, Illinois. His father was Elias Disney, an Irish-Canadian, and his mother, Flora Call Disney, was German-American. Disney was one of five children, four boys and a girl. He lived most of his childhood in Marceline, Missouri, where he began drawing, painting and selling pictures to neighbors and family friends. In 1911, his family moved to Kansas City, where Disney developed a love for trains. He and his brother Roy co-founded Walt Disney Productions, which became one of the best-known motion-picture production companies in the world. Disney attended McKinley High School in Chicago, where he took drawing and photography classes and was a contributing cartoonist for the school paper. At night, he took courses at the Chicago Art Institute. When Disney was 16, he dropped out of school to join the army but was rejected for being underage. Instead, he joined the Red Cross and was sent to France for a year to drive an ambulance. Disney was an innovative animator and created the cartoon character Mickey Mouse. He won 22 Academy Awards during his lifetime, and was the founder of theme parks Disneyland and Walt Disney World.

About the Company:

The Walt Disney Company commonly referred to as Disney, is an American diversified multinational mass media corporation headquartered in Walt

Disney Studios, Burbank, California, United States. It is the largest media conglomerate in the world in terms of revenue. Founded on October 16, 1923, by Walt and Roy Disney as the Disney Brothers Cartoon Studio, Walt Disney Productions established itself as a leader in the American animation industry before diversifying into live-action film production, television, and travel. Taking on its current name in 1986, The Walt Disney Company expanded its existing operations and also started divisions focused upon theatre, radio, music, publishing, and online media. In addition, it has created new divisions of the company in order to market more mature content than it typically associates with its flagship family-oriented brands. The company is best known for the products of its film studio, the Walt Disney Studios, and today one of the largest and best-known studios in Hollywood. Disney also owns and operates the ABC broadcast television network; cable television networks such as Disney Channel, ESPN, A+E Networks, and ABC Family; publishing, merchandising, and theatre divisions; and owns and licenses 14 theme parks around the world. It also has a successful music division. The company has been a component of the Dow Jones Industrial Average since May 6, 1991. An early and well-known cartoon creation of the company, Mickey Mouse, is the official mascot of The Walt Disney Company.

2.0 OBJECTIVE

To find how information technology influences the successful of Walt Disney Company. To find how Walt Disney company able to be a successful company.

3. 0 BODY OF THE ARTICLE

3. 1 How information technology influences the successful of Walt Disney Company

Walter Elias Disney, the founder of Walt Disney is one of the entrepreneurs who have successfully applied information technology into his business. As a multinational mass media corporation, the use of information technology has been an essential part of Walt Disney's growth. In general, Information technology has brought about significant improvements in business operations and in the entire life as whole. Information technology is the application of computers and telecommunications equipment to store, retrieve, transmit and manipulate data, often in the context of a business or other enterprise. The term is commonly used as a synonym for computers and computer networks, but it also encompasses other information distribution technologies such as television and telephones. In the business context, the information technology can be defined as the study, design, development, application, implementation, support or management of computer-based information systems. The business value of information technology is to automate business processes, provide information for decision making, connect business with their customers, and provide productivity tools to increase efficiency. The founder of Walt Disney Company has applied information technology in a various aspect of their company operation. Firstly, the Walt Disney Company uses information technology to connect and collaborate with their company network which is Disney Media Networks. The Disney Media Network is a reporting segment and primary unit of The Walt Disney Company that contains the company's

various television networks, cable channels, associated production and distribution companies that owned and operated television stations. Media Networks also manages Disney's interest in its joint venture with Hearst Corporation, A+E Networks and ESPN Inc. The use of information technology makes Walt Disney company able to collaborate with their other company network in more efficient and quicker. Secondly, this entrepreneur also applied information technology in order to improve the performance of knowledge workers and enhance organizational learning. Externally, it can improve the performance of knowledge workers in customer, supplier and partner organization, add information values to company existing product and create new information-based product. By 1932, the Disney Company won its first Academy Award for Best Cartoon. In 1934 marked the production of Disney's first full-length feature film which released in 1937 and became the highest grossing film of its time. It shows that the Walt Disney company become a success company when they applying the use of information technology in order to improve the performance of knowledge worker. Thirdly, the uses of information technology also open up opportunities for low cost business operations in Walt Disney Company. In 1955, it's provided another landmark moment for this company by opening of the first California Disney theme park, Disneyland. Several more projects, from merchandising to the continuing production of animated and live-action films to the construction of more theme parks filled the years in 1983 and Disney went international with the opening of Tokyo Disneyland. In the past few decades, Disney has moved into a wider market, beginning The Disney Channel on cable and establishing subdivisions such as Touchstone Pictures

to produce films other than the usual family-oriented fare, gaining a firmer footing on a broader range. The successful applying information technology in this company makes it able to catch up opportunities in order to expand the operation of the venture. Fourthly, the using of information technology in Walt Disney has made this company possible in adapting to the new business processes and to predict the possible impact of new technologies. The company had benefit from the efficiently prepared computer packages and the electronically stored confidential information. With just a single click of the mouse, they can have the relevant information in front of their screen. These have given a great influence for the success of the Walt Disney Company. Lastly, the founder of Walt Disney Company use information technology in telecommuting when looking for workers and employees. When this entrepreneur decided that he was going to be the first person to create a full-length animated film. He hired only the best cartoonists in the entire world to help create this masterpiece. He settled down to work and four years later he had finished the first full-length animated film and the firm was really increased the successful of Walt Disney Company.

3. 2 Walt Disney Company as a successful company

Walt Disney is one of the most powerful companies in an entertainment industry. Before it became a \$60 billion dollar company, with interests spanning the globe, Disney was more closely associated with the vision of their founder after whom it was named. It was this vision that laid the groundwork for the company to become the media giant it is today. Walt Disney also has been known as among the top of innovative company in the world. Behind the successful story of Walt Disney Company, there are a few <https://assignbuster.com/find-an-entrepreneur-who-successfully-has-applied-media-essay/>

principles that made Walt Disney one of the greatest icons of the 20th century. The founder of Walt Disney Company establishes a few principles as a guideline for their company operation. It's consisted of; always exceed customers' expectations, lead by example and delegate, defy convention, leave behind something to grow and etc. The principles conducted in this company are one of great influences to the success of Walt Disney Company. The founder of Walt Disney was an innovator and a visionary. But he was also one of the most successful business leaders of his time. The credibility characteristic of the entrepreneur is an important factor to the success of Walt Disney Company. Some of the entrepreneur ability and characteristic such as innovative person, risk taker, high discipline level and other characteristic become a main factor that influences the success of the company. With the innovative characteristic, the founder able to apply new unique ideas in order to expand their business venture around the globe. For more than nine decades, the name of Walt Disney has been preeminent in the field of family entertainment. From humble beginnings as a cartoon studio in the 1920s to today's global corporation, the Walt Disney Company continues to proudly provide other innovation entertainment product for people around the world. The successful of this company should be as a guidelines and an idol to other entrepreneur.

4. 0 DISCUSSION

My first individual assignment consists of two main objectives which are; to find how information technology influences the successful of Walt Disney Company and to find how Walt Disney Company able to be a successful company. Based on the objectives, I have made some research in order to

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find related and best answers. Both of my first assignment objectives have been state and elaborate in third section which is body of the article. From my objective I have found that information technology give biggest influences for the success of Walt Disney Company. The credibility of the founder also is an important factor to the success of the Walt Disney Company.

5. 0 CONCLUSION

As a whole, Information technology has bought about significant improvements in business operations and in the entire life as whole and gives a lot of benefit to the business. As a multinational mass media corporation that operated around the world, the use of information technology gives great influences to the successful of Walt Disney Company. It shows that, by applying information technology, the Walt Disney Company able to expand and compete with other successful organization. Although the founder of Walt Disney is no longer with us, his company still continues to create numerous movies and other product such as Disney theme park. This just goes to show us that we can change the world in some way. Whether it is big or small, right in our own town, or all across the nation, it can be done. I feel that Walt Disney is a perfect example of innovative and successful company. The entrepreneur had a wonderful imagination, and a lot of motivation, and look what happened. He had an idea and went with it. The entrepreneur is and always will be one of the biggest parts of our history.