

Walt disney decided to set up disneyland

Business



What does Disney do best to connect with its core consumers? The Walt Disney Company is one of the world largest media entertainment company in the world having a best connection with core consumers. Since its beginning day in 1923 by Walt and Roy Disney, Disney has remained high entertainment quality based on continuing to introduce the norm of entertainment during the 20th century to bring classic and memorable family entertainment over the world.

Beginning with cartoon productions.

Walt Disney decided to set up Disneyland because he thought that it is necessary to have a nice place for children and their parents to play together. Besides, the company grew up more productions, including: theme parks, feature films, television networks, theatre productions, consumer products and a growing online presence.

Today, Disney develops its business to five business divisions which are: the Walt Disney Studios which specializes in producing films, recording labels and theatrical shows, Parks and Resort which manages in eleven theme parks, cruise line and other travel-related assets, Disney Consumer Products which is specializes in selling all Disney-brand production, Media Networks which focuses on its television network, as ESPN, BBC, etc..

..., the Disney Channel and Interactive Media.

We can see that Disney serves all entertainment products for the entire family to reach to connect more effectively with its core consumers.

According to the textbook, " consumer behavior is affected by three causes,

that are: cultural (culture, subculture, and social class social (reference groups, family and social roles and statuses) and personal (age, stage In the life cycle, occupation, economic resistances, lifestyle, personality and self-concept)”. Understanding how personal influences to consumer behaviors helps Disney do best to connect with its consumers.

Disney knows that American lifestyle is active, Americans likes outdoor activity, watching television series films, sitcoms, playing game shows so its productions meet the customers’ needs. Besides, all children come from deferent regions, deferent countries, have different skin colors, different religions can both go to the Disneyland. Disney concentrates on cultural factor that erases the gap teens children in the world and connect them to the others. As you know, it seems like Disney targets on children and chooses them as Disney core consumer.

However, because of social factor, Disney’s exact target market is the entire family and has been provided all productions toward them. Disneyland is opened for children to enjoy in the theme park and have fun time with the magic of Disney In real life.

Besides, Disney Channel Is a channel for children to watch TV shows, Orlando films, etc... Disney stores sell all Disney toys, clothes for girls and boys, home-wares, rink-wares, accessories, stationeries, DVD’s, etc...

But children cannot go to the park alone, pay money for watching Disney and buy toys or clothes by themselves.

To go to Disneyland with the entire family, children can have fun, discovery together, meet Disney cartoon characters, watch many wonderful shows and the parents can join a lot of fun games with their kids. Disney Channel broadcasts many family programs, funny shows and television films. Characters in Disney cartoon or series film are always connected to their families, people around them and they have a whole family, includes: grandparents, parents, son and daughter. Each character has a private personality so the way they live and solve problems in the life is different.

Occasionally, when the father, mother or children in the movie have an odd action or the family conflict happen, the other characters in the film have attitude with this action.

Thus, the children can learn a lesson of life, as well as their parents have more experience to educate them. By offering entertainment products for people at all age, all nation and for the entire world, Disney not only helps to connect each member in a family together and also to build a good connection with its core customers. QUESTION NO 2: What are the risks and benefits of expanding the Disney brand in new way?

Disney is known as a synonym for family entertainment over the world by using successfully the concept of branding in attracting consumers. With the customer's trust for Disney, it is a window opening new platforms, new consumers and potential markets to develop its brand but it is also a challenge for Disney to remain its 90-year-old brand and continue developing with his legacy and core brand values. To solve this problem, Disney finds

out many ways to keep loyal customers and expand its brand, such as concentrating on the Disney Different, or touching its audience in multiple ways.

Many teen-targeted television shows bring resounding success and develop it across its different divisions to become other meaningful production, such as: DVD's, box office movie, games, performances and concerts around the world, and other products.

Especially, Disney utilizes emerging technologies to expand the brand in innovative way. Disney sets up its website to show movie trailers or television clips, advertise Broadway shows and share experiences about virtual theme park. There are a lot of funny games, adventurous games, smart games for children to play online in the website.

It is very convenient for customers to buy all products in online shop. Simply customers choose items and use credit card or paypal to buy the products. After that, the store ship goods to your home, you do not waste time to go to the store.

Updating the activities or posting new trailers on backbone is one of the innovative technology ways Disney use to expand brand. Disney's backbone page has 45, 093, 855 likes and many other backbone pages of Disney store, Disneyland or Disney Paxar, etc... Also receive the millions of bookmakers' like.

Almost Disney's activities, attractive videos, or new store are updated in the wall everyday. By using new technology way to expand its brand, Disney has

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a lot of benefits, but also faces many risks. There are a lot of benefits that new technology brings to Disney. The comments or the number of likes on backbone pages help Disney quickly give its customer's dieback. The new technology way is an effective bridge to connect Disney with its customers by e-marketing or mobile marketing.

For example, a little mobile technology noels customers to make ten most AT Disney Resort vaults, sun as: Delaney explorer for a virtual tour to plan customer's visit, Disney memories HAD to add Disney magic to customer's pictures, tagging customer's Mainstream photos with Disneyland and share them, etc.

.. Moreover, Disney's customers are mostly teenagers, they are very good at technology. Thus, information can be updated more quickly, and Disney's customers can choose its products more easily by using the technology way.

However, there are some risks that Disney has to face them.

The first risk is high-cost to maintain and upgrade new version of software applications. Its profit can decrease if the company does not have any way to increase revenue. Other threat is the speed of bad information transfer, quickly it can affect negative to Disney. Besides, it is uncomfortable for low-tech people, such as the parents, because they are not good at technology and they update information less slowly than their children. They do not intro their children's activities and feel worried.

Moreover, using the technology way and internet information is the reason that people forget the traditional way.

It is also a risk. Thank to technology benefits, Disney receives the respond and reaction of customers quickly, so it is necessary to have a fast feedback to its customers. If the company is slow to feedback customers, they will not satisfy and have a complaint. I summarize the benefits and the risks of technology way to expand brand, Disney should remain using this way and usually update new version of software applications.