

# Disney

Business



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Disney Case Study Disney Case Study Disney media franchise can be termed as a successfully performing business. The success covers not only attaining the objective of profit maximization but also enhancing customer satisfaction as well as customer base enlargements, all which result to improvements in the company's competitive advantage. It worth noting that the precise turnaround of Disney's performance after the recruitment of Bob Iger as the CEO, is a result of various adjustments, such as ; acquisition of other firms to enhance full control as is the case of Pixar. Additionally, Iger rejuvenated the companies brand by changing the animation business. These are just to mention but a few strategies that saw the company to a real turnaround. Most important, was to increase customer base as well as customer satisfaction by capturing not only the kids as previously was, but also the tween and adult market. As a matter fact, specialization in kid market had retarded the company's brand growth resulting to loss of important opportunities. This called for marketing strategies that would enable the company capture the tween and adult.

Despite having prospered, the success story would have been greater if Disney had maximized in marketing and promoting their already existing products in conjunction with branding it to fit the entire market, not excluding the mobile sector. This could have been achieved via the marketing plan below.

#### Marketing plan

According to Lamb et al (2014), a marketing plan is based on a mission statement which should not possess a marketing myopia. Thus, having carried SWOT analysis of the industry, the mission statement ought to incorporate customer satisfaction, with mobile application increasing

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convenience and accessibility, in a manner that it eliminates addiction. Note that the SWOT analysis should consider creating awareness of the new branded franchises as a very important opportunity and thus incapacitate its internal strength towards successful marketing. As Disney operates in a very competitive industry, which is also very global, then the marketing strategy should allow for adaptations. Moreover, the main objective is to expand sales through market expansion. Therefore, sales promotion should be based on the various types of market which include, kids (already captured), and adult and tween market. As tween market makes a greater contribution, and then major emphasis needs to be done and would better be divided into boy tween and girl tween to capture each category precisely.

In a nutshell, the implementation plan will involve increasing the use of already available franchise, by technically altering its functioning, objective for the case of gaming among other features to fit each market category. For instance while the car gaming might sound kiddish, for the boy tween which is the most hard to capture, inculcating other objectives in the car racing such as police torture and technological discovery would successfully change their attitude. Thus the branding will slightly change but many efforts need to be put on advertising. Moreover, price discrimination can also increase revenues as these markets can totally be differentiated. The marketing mix thus will include pricing strategy, slight branding, reliable distribution and product promotion that call for use social networks, online community opportunities, and the company's website in addition to the already existing channels.

## References

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Lamb, C. W., Hair, J. F., and McDaniel, C. (2014). MKTG 7 (7th ed.). Mason, OH: Cengage. ISBN 978-1-285-09186-0