

Competitive profile matrix walt disney

[Business](#), [Management](#)



The paper "Competitive Profile Matrix Walt Disney" is a wonderful example of a management essay.

The Walt Disney Company is leading not only to the international entertainment but also in the media enterprise. The company operates five different Disney segments: The Walt Disney Studios, Disney Interactive, Parks and Resorts, Media Networks, and Disney Consumer Products. The most significant business segment of the company is Disney Media Networks. The Disney products include books, television products, movies, and musical recordings, and magazines. The mission of the Walt Company is to be the leading providers and producers of information and entertainment. The paper analyzes the Competitive profile matrix of Walt Disney.

Competitive matrix table 1 exemplifies how Walt Disney externally competes with Time Warner Company on the market. Walt Disney will continue to lead not only to the international entertainment but also in the media enterprise only if the company continues with the same efforts on the international market.

The tabulation matrix of the Walt Disney shows that the company is diversified with a high cost of entertainment production. There are several reasons that make the Disney company be the best company in the world. The Disney Company has highly determined employees with good working conditions in the company. Also, the company is accessible. The accessibility of the company makes it associate worldwide with a costly trip. Ability to target a new customer makes the company among the best. In addition, the company took the opportunity to invest in building several parks and renovating attractions in the Resorts and Park Division. The renovation is due

to the increased profit and changes in the market technology. The consumers stream online instead of carrying out transactions such as buying DVDs. With all the determinations of the Walt Disney, the company will still be the world leading in the production of entertainment and media enterprise.