

Free the walt disney company: its diversification strategy in 2012 essay sample

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Walter and Roy Disney established the Walt Disney Company in 1923 (Ingelsson et al. 2012). The company involved itself in the production of animated films such as Mickey Mouse and Snow White and the Seven Dwarfs. Disney is a large entertainment corporation with close to 170, 000 and annual revenues of \$45 billion (Ingelsson et al. 2012). Currently, the company leads in the American diversified multinational industry and mass media. The company focuses to become a leader in the production of entertainment and information. The portfolio differentiates the products, content, and services to develop innovative and creative entertainment.

Disney Multiple Product Line

The company has been able to diversify in media networks and studio entertainment. Walt Disney has managed to entertain people for many years with the theme of resorts, movies, radio programming, television shows, parks, and memorabilia. Prior to diversifying in television and film production, the company led in the animation industry in America (Ingelsson et al. 2012). Disney's Media Networks uses broadcast television such as

cable networks digital operations, radio networks, and distribution operations. The Disney Television Group consists of entertainment and television properties since the company owns television stations and radio stations. The Disney channels create programming and franchise to benefit all the company's businesses. Some of the company's television stations include Disney Channels Worldwide, ABC Family, Disney Media Distribution, ABC Television Network, SOAPnet, Radio Disney Network, and Hyperion (Ingelsson et al. 2012). Disney has managed to produce and distribute animated and live action in television programming in the ABC Production Studios label. The studio develops, produces, and distributes entertainment in the digital, cable broadcast, and other platforms. ABC and ESPN collaborate with Cox Communication to meet consumer needs in shows and football games. Cox is one of the largest cable operators that have agreed to air Disney's content. The company's studio entertainment has managed to integrate with other production branches. The production branches include Buena Vista Theatrical Productions, Touchstone Pictures, Pixar Studios, Walt Disney Records, Miramax Films, and Hollywood Records. Disney will produce animated motion pictures, musical programming, video programming, and live-action films. Disney cable network provides national programming and licenses for programming both in the domestic and international market. The company's interactive market will create and deliver a branded entertainment in the interactive media platform in the game and online platforms.

Challenges and Disney Position

The company encounters different challenges and threats that can impact on the company in a negative way in the future. Most of the threats come from the new entrants in the industry both the domestic and global market. Stiff competition in the entertainment industry will impose problems that hinder the ability of the firm to sustain itself as a leader. The acquisition of Marvel will affect the profit margin as well as the future development of the company (Ingelsson et al. 2012). The company experiences pressure due to creativity and innovation from the market that has much competition. The period of economic recession challenges the company in terms of retaining the workers in the firm. In addition to that the company has been facing other human resource management issues that affect workers in different areas. The company has had to face the challenge of strike from workers where the management promised to cater for the well being of workers. The company failed to reward workers for their efforts and sacrificial work. Disney started indiscriminate laying off of workers and robbed workers of their livelihood. The company faces issues of worker's segregation due to political affiliations. The company has come under political pressure to warn the communist sympathizers. Walt Disney has also faced the challenge of cultural diversity of the employees (Ingelsson et al. 2012). The management has in the past stepped in to assist resolve conflicts from the workers from different cultural backgrounds. Some of the workers refuse to partner with other in conveying entertainment messages in the pretext that the message contradicts religious and personal beliefs. The company has faced the challenge of the globalized world as more companies in the entertainment

industry resort to off-shoring and outsourcing of operations. Globalization heightens the rampant issue of discrimination and racism due to the flow of workers from one region to another. The locals hate the workers and accuse them of robbing them of their jobs.

Disney's Growth in the Future

The company can enhance its training in the human resource on the domestic and global level. The training will ensure cultural diverse workers to appreciate each other. Training will create an awareness of the cultural needs of people. The company has to train employees to respect the value of animals in the society to lessen pressures from the society. The management has to launch efforts to appreciate and motivate workers to avoid unrest in the entertainment arena. Motivation and appreciation will enhance production as workers commit themselves to the mission of the company. The honoring of the employee will translate to increased profits and revenue for the firm. The company should include employee in the decision making since decisions cause conflicts between the management and the workers. The company should enhance communications to avoid issues of mistrust, suspicions, and employee dissatisfaction. The employee need information on the emerging issues such the downsizing of staff, issues of external finance for development purposes, and change of management. Communication will bridge the gap in the presence of the chasm that exists in workers from different cultural backgrounds and management and employees. Walt Disney has to use technology to ensure advancement of employee skills in the international level. Globalization will change how the

firm carries out its operations since it will open the international borders to allow foreign partners in the market.

References

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