

Euso disney stakeholders

Business



**ASSIGN
BUSTER**

Euro Disney S. C. A Euro Disney S. C. A is a French public company that owns the well-known Euro Disneyland Paris. I have chosen to study this company because it was the subject of many controversies . The French society considers that by encouraging the American brand ``Walt Disney`` will unfortunately lead to `cultural imperialism`. French media and labor unions mounted protests against ``Walt Disney`` because the American managers tried to enforce specific rules without taking into consideration cultural differences.

A journalist in the French newspaper ``Le Figaro`` wrote, “ I wish with all my heart that the rebels would set fire to Euro Disneyland. “[i] It is not easy at all to import a brand especially when USA and France have different cultural and economical backgrounds, codes, regulations and laws. I find it challenging to understand how Euro Disney S. C. A succeeded to pursue its goal and what assurances they gave to its stakeholders as the environment becomes more and more volatile. When we think about the concept of ``stakeholders`` we take into account everybody that has an interest (or `stake`) in the business.

Stakeholder’s engagement is essential for every successful organization so Euro Disney focused on being transparent so that its stakeholders clearly understand its intentions. Working together with stakeholders will bring added value to the organization and this is the best alternative to understand what are the stakeholders` expectations and how the organization can meet his expectations by giving assurances. Being transparent and keeping a close relation with its stakeholders will always help Euro Disney to identify and prioritize the opportunities and risks.

STAKEHOLDERS Euro Disney's main goal is to make profit in order to reward its shareholders for the risk they took when investing in the business. The organization has to cooperate and engage not only with shareholders but with all stakeholders. There is impossible to classify which stakeholder is the most important because there is an interdependence relation among them. Shareholders are an essential part of the business because they invested at the beginning and took all the risks that came with the investment. In return they must have the assurance of being remunerated. 'You can dream, create, design and build the most wonderful place in the world but it requires people to make a dream reality' (EURO DISNEY 's Annual Review, 2008, page 38). Every organization needs to hire people that will 'make the dream come true'. Employees want to be given the assurance of secure jobs and remuneration. Moreover, they are a key part of the business so the company must prioritize people/employees after their skills, knowledge background and work experience. Euro Disney 's interest is that all employees must to comply with its regulations if order to provide high quality services.

Thisresponsibilityof compliance with regulations is not given only to employees because the organization must also comply with the French labor union's agreements. Customers have a high impact on the organization's evolution. The main assurance for them is that by the end of their journey to Disneyland Paris to have an immersive experience, to have enjoyed creativity and innovation and to have lived amazing adventures. Euro Disney has to keep in mind that customers have different tastes as long as they came from different cultural backgrounds so, updating their services can be a major factor to assure their success.

There is a wide range of suppliers working with Euro Disney . On one hand we have food, drink and merchandise suppliers and on the other hand we have water and energy suppliers. The organization has to be committed to its relation with suppliers because suppliers` brand will be associated to the organization`s name and reputation. Suppliers want to have assurance for long -term contracts, payments if due dates while the organization is interested in their performance and the quality of their services. Shareholders invest money into the business but big companies such as Euro Disney S. C.

A take long -term loans from banks to invest in new facilities. However, banks want to be assured that Euro Disney will pay back an interest rate and the loan . Disneyland Paris is located within eastern part of Paris. French Public Sector invested in the local infrastructure in order to give an incentive for Disneyland Paris to develop. Now, the Public Sector depends on taxes which are paid by Euro Disney S. C. A. The assurance of paying all the taxes is the main concern for the Public Sector. Euro Disney grew year after year and there was a need for expanding its services and investing more and more in new facilities.

The Hotel Resort is a very good example that certifies the development of the organization but the assurance for the existence of this hotel depends on the success of Disneyland Paris. There will be no need for the Disney Hotel Resort if Disneyland will not exist anymore so there is interdependence between them.

Thunderbird Case Studies ' Euro Disneyland'" (PDF). www.thunderbird.edu. Retrieved March 5, 2007. ----- EURO DISNEY S. C. A Suppliers
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