

# Disney world



**ASSIGN  
BUSTER**

The Walt Disney Company was founded in 1923 by Walter Elias Disney. It has four main business segments. These include Studio Entertainment, Parks and Resorts, Consumer Products, and Media Networks. It is currently the #2 media conglomerate right behind Time Warner. It was ranked 64 on the Fortune 500 companies list. It is currently competing with Time Warner, CBS Corp and News Corp. The main goal of Disney Land is to make people happy and create by far " the happiest place on Earth". The goal of every employee is to treat each customer like their own guest.

The main objective of this portrayal is to make people believe that nothing bad happens at Disneyland. A community objective of the company is to keep children engaged in creative, constructive and healthy activities. The company guides relationships with adults and offers a wide range of character building opportunities. Disney also encourages compassion and love for one another and especially to those who are facing adversity. The Walt Disney Company follows the best business standards in all of its practices.

Employees are trained about the business standards and ethics by the Business Conduct Training Center at Disney. This helps ensure that all employees have the information and guidance to act lawfully and morally. Walt Disney's hiring practices are such that they provide equal opportunity to all employees and candidates regardless of " race, religion, color, sex, sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law." (Business Standards and Ethics)

Walt Disney also prevents harassment and has clear policies on discrimination. Therefore, no employee can harass a guest or another employee “ for any reason prohibited by law, including, but not limited to, race, religion, color, sex, and sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law”. (Business Standards and Ethics)