

# The introduction of hong kongs disneyland resort



**ASSIGN  
BUSTER**

Hong Kong Disneyland Resort, Disney's 5th resort and its second in Asia, opened at September 12, 2005. The resort is located in Penny's Bay, Lantau Island, Hong Kong. In present, the resort consists of 1 theme park and 2 hotels, with land reserved for future expansion. It is owned and operated by Hong Kong International Theme Parks, an incorporated company jointly owned by the Government of Hong Kong and The Walt Disney Company. Part and resort is one of four major business segments of the company; the other three is Consumer Products, Media Networks, and Studio Entertainment.

### **Company Vision and Mission**

Hong Kong Disneyland Resort inspires happiness and delivers a world-class experience through creativity, great leadership and a passionate Cast.

Beside, boost up the tourism and economic grow in Hong Kong.

To realize this vision, the following are the strategic missions that the company has to be accomplished.

To put Happy and Safety first

To diversify it range of services

Offer economical visiting package

To deliver service deliberately from the heart

Be a socially and environmentally friendly company

To extent its main themes if possible

## **Major Competitors**

Ocean Park, Japan Disneyland Resort, Shanghai Disneyland Resort,  
Singapore universal studios

## **My career goal**

In the nearly future, I would like to become the Marketing Manager in Hong Kong Disneyland. As a marketing Manager, I will be leading my team to go through different challenges and difficulties and reach the goal of our company. In order to get the best desired outcomes, I need to be very knowledgeable about the marketing situation, well-defined my targeted customers and the company's vision. Through different marketing strategies and campaigns, I could help my company to bring maximum happiness to our customer.

## **Skills and abilities likely desired by this company for Marketing Manager**

As the Marketing Manager of a theme park have responsible to develop and implement Hong Kong Disneyland marketing plan, specifically, consumer segmentation, advertising, publicity, alliance, direct marketing and strategic planning. Moreover, she should have ability to good communication, work well with a team, and manage effectively, including motivation, problem-solving and delegation skills

The first step to reach this goal is to gain on-job experience—Ideal choice would be become the Marketing Assistant in Hong Kong Disneyland. The person in this position should assist the Marketing Manager in designing marketing plan, advertising, promotion, public relationship, distribution,

customer relationship and market research. The person for this job should be creative, have a good communication skill and project management skill and most importantly, is a team player

### **Analysis on the gap between the Marketing Director of Hong Kong Disneyland and my current skills sets.**

There are lots of skills required for an individual to become a Marketing Manager. Strong communications skill including the languages, English and Mandarin should be a must and any other languages will be an advantage. However, my written English and spoken Mandarin are weak in this stage. Although I am now studying Spanish, it will take years for me to learn and practice before I can use Spanish in practical use.

Secondly, conceptual skills which are ability to see the big picture are a critical element. Since the tourism industry is easily influenced by external factors, the global business environment for instance, the Marketing manger should be ready for any changes and thinking solutions for any uncertain problems. For example, choose the right media, give creative solution etc. But up to this stage, I have limited experience in this area.

Thirdly, delegation of work is must for the Marketing Manger of Hong Kong Disneyland. As she needs to work close with her sub-ordinates and many supplies for instance advertising agency, Public Relation agency, printing house, premiums house, the Manger needs to know how to delegate her work to different parties. It would be easier for me to pick up this skill set since I had experience in organizing the Marketing Society of City University of Hong Kong. Even though there are huge difference between the size and

budget, I think the concept will be similar and it is easier for me to pick up when I have on-the-job training.

Last but not least, the Marketing Manager of Hong Kong Disneyland should have a strong sense of understanding the cultural different among different countries. She needs to organize marketing activities and events with the people come from all around the world; she must know what the taboos for different countries are. Take TV commercial as an example, the scene of kissing will be common in most of the western countries, but it is forbidden in Indonesia and India. I do not have strong common sense in this field. Therefore, it would take time for me to learn those cultural differences.

### **A three-year action plan**

In order to accomplish my goal and become the Marketing Assistance of Disneyland after my graduation, I will start to equip myself with the following three-year action plan.

During these three years, I will make a good balance on both academic and extracurricular activities. Undoubtedly, studies are always being my first priority.

In the first year of my university life, I will plan to strengthen my English (written and spoken) as this is an importance international language. Other than that, I would start learning Mandarin and Spanish as they are two of the popular languages around the World.

Beside, joining the marketing department society will offer me lots of the chances meet with different students from different universities, different

guests. In this case, I will be able to reinforce my communication as well as presentation skill while dialogue with others. Furthermore, there will be lots of opportunity for me to increase my organizing ability and the leadership skills as I have to help organize different events and activities.

In the second year, I will plan to apply for the student exchange program and to join different kinds of self-enhancement workshops. By joining different kinds of workshops (like personal growth workshop, self-understanding workshop) I will have more chances to get know more about myself and make a better planning for the future. Applying for the student exchange program does not only broaden my scope of horizons, but also a good way to experience different cultures, different needs from people.

In the final year, I will apply for a part time job or summer internship in a Marketing company. This can help me grasp the basic idea about the real marketing situation since gaining the working experience and understanding the process of it can assist me to make decision on my future work.

Undoubtedly, my ideal company to be entered is Hong Kong Disneyland.

### **My action plan's deliverables e. g., the measurable evidence or indicators that you will be obtaining in the next three years**

There are five measurable deliverables for me in my action plan in the coming three years.

Maintaining good academic result

I will set my target GPA as 2.5 above which is the entry level for getting an interview from Hong Kong Disneyland Resort.

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## Learning Languages

My action plan is to take the Mandarin and Spanish course in City University. As I have started studying these two languages for a few years already, I will take the public examination (Mandarin II and Spanish I) in the coming three years. Moreover, attend the English activities (like debate, presentation skill) offered by school English learning centre would help me improve my English level.

## Joining Exchange program

As mentioned above, understanding the cultural difference is an important asset of tourism industry like Hong Kong Disneyland Resort. I will well-prepared myself for joining the City University Exchange Program so that I can study abroad and learn different culture.

## Organizing Committee of Marketing Society

There are lots of activities and event (e. g. Associate Sharing, Orientation Camp, Business Mentor and Mentee programs, Study Tour) organized by Marketing Society. Being one of the organizing committee of this group, I can well-equip myself with leadership, communication skills and delegation of work and these are the basic skill sets of a Marketing Manager.

## Applying Summer internship/Part time job

Cultivate myself with practical marketing knowledge by interning or working within a marketing company. In there, I can shadow and understand the

daily routine of marketing manager. Moreover, asking questions and offering suggestions would be good way to for me to gain experience.

In conclusion, the career path to become Marketing Director in such an international company like Hong Kong Disneyland is not easy. I need to reach the goals step by step through hard work and effort.