

The history of the disney company

[Business](#), [Company](#)



The Disney company was founded by Walt Disney and his brother Roy as Walt Disney Productions in 1929 to incorporate their cartoon animation studio. Now it is the largest media and entertainment conglomerate in the world in terms of revenue, and the company is best known for the products of its film studio.

The company also owns and operates the ABC broadcast television network; cable television networks such as Disney Channel, ESPN, and ABCFamily; publishing, merchandising, and theatre divisions; and owns and licenses 11 theme parks around the world. Introduction for the serviceThe China vacation package first start in 1st april 2008, China is the second country which have" Disney Adventures" in the Asia Pacific region after Australia. The main aid is to show the Chinese culture and traditions. In the 13-day tour, with the Disney's guides guided to Beijing, Chengdu, Shanghai, Guilin and Hong Kong, climb the great wall, visit the li river, and the wild giant panda protection base in Sichuan province, learn about Chinese calligraphy and kite-making, and even drawing Beijing opera mask personally, visit the Imperial Palace in the Forbidden City and cruise past the breathtaking scenery of Guilin. Cap off the trip with a VIP visit to Hong Kong Disneyland® Resort. The Specific Trip Highlights for China family vacation from Adventures by Disney threads across cities starting in Beijing and continuing to Chengdu, Guilin and Shanghai before winding up in Hong Kong. SITUATION ANALYSIS The Walt Disney Company is in the entertainment industry.

This is a very simple way of saying something much more complicated: The Walt Disney Company is in business to produce entertaining theatrical productions that re family oriented and family friendly; they are in business <https://assignbuster.com/the-history-of-the-disney-company/>

to create products and toys that will promote their theatrical productions that are both entertaining and safe for children, and also stimulating enough to attract new customers; they are in business to entertain families with children who are looking for a fun, interactive and safe vacation spot both with resorts and parks, and also cruise lines; and finally they are in the business in keeping their name reputable and substantial in a growing business. The service we choose is the Disney China Vacation Package, it is a journey of experience and feel the beauty of the nature and culture, not just a tangible product. The reasons for choosing it include that, as a long distance vacation (Travel abroad), offered by a famous company, the service quality is high level. As an example, Each tourists group to China will be given two guides, one from the Disney Company headquarters, and another chinese guide from Hong Kong disneyland, to make sure that the tourists can receive best guide service. So, it is considered as a high involvement purchase. High involvement purchase. Are the purchase closely tied to consumers' ego and self image, at the same time, it also include some risk like financial, social or personal risk.

So, a Vacation Package service can improve self image with experience nature and humanities environment. The risk primarily come from the financial, which mean that after a high payment for the service, no one can ensure that all the tourists will interested in and satisfy with the coming journey. So, the consumers will consider a lot of things to decide whether to purchase this or not. Market analysis The target market of the Disney China Vacation Package are the normal America families which are interested in China. As we have mentined, the aim for this journey is to experience Chinese culture

and tradition, the tourists go to china to enjoy a cultural tour. For normal americans, it is a good chance to know about chinese culture directly, for the family parents, it is also a great chance to let their children experience the wonderful culture outside their own country. It is a journey to visit, at the same time, it is also a journey to study, to experience.

As the result, even China Travel Package is expensive(compare to other package), with the introduction of relevant advertisements in 2008, it received warm response from American families immediately. In every period of the year of 2008, the tourists team are almost all full. So, the company should keep focusing on the family target market, do research and get information on it, it may bring a great sales increase. Customer analysis This is normally for the young generation which want to know and experience the Chinese culture, these friends have a firm relationship and can take care of each other, so this trip is not only a tour but also a good chance for them to experience more of their friendship. Normally, they payer should be the ones who are in working now, they can bring their parents or their baby as a family tour team. For the old generation can achieve the dream which they want to do but had no time till now. For the young generation can have the experience of a foreign tour/culture which is a gift their family can give them now.

Competitor analysis Disney Company and the theme park industry there are many competitors, such as Paramount Parks, Universal Studios and Six Flags Theme Parks, as mentioned earlier. However, there are many other less visible competitors that one might not naturally think of when assessing the

competitive market in which Disney deals. For example, there are hundreds of water parks and various funplexes that can also be considered as cheaper or more valuable competition for Disney. Competition, in any form, can diminish Disney's market share in the entertainment industry.

Company analysis The Disney is a world wide Company is in the entertainment industry. This is a very simple way of saying something much more complicated: The Disney Company is in business to produce entertaining theatrical productions that are family oriented and family friendly; they are in business to create products and toys that will promote their theatrical productions that are both entertaining and safe for children, and also stimulating enough to attract new customers; they are in business to entertain families with children who are looking for a fun, interactive and safe vacation spot both with resorts and parks, and also cruise lines; and finally they are in the business in keeping their name reputable and substantial in a growing business. SWOT analysis