

# Breakfast and favorable initial experience



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Disney in France:

1) What assumptions did Disney make about the tastes and preferences of French consumers? Which of these assumptions were correct? Which were not? Disney made assumptions on French consumers that in reality backfired on the corporation of the park. Unfortunately, in my point of view I think that all of these assumptions were wrong. They thought it would be a good policy not to serve alcohol at the park which is located in a country where a glass of wine is served on lunch. They thought that the park is going to be less busy on Monday and more packed of costumers on Friday, but the reality was the reverse. They also misjudged European style of food and that lead to unsatisfied costumers that wanted bacon and eggs for breakfast instead of the typical French breakfast of croissants and coffee which was their assumption. They assumed that Europeans don't eat breakfast meanwhile, everybody showed up for breakfast. It turned out that the assumption they made about Europeans staying for longer than a day at the park was one of the biggest problem. All of these mistakes they assumed caused a lot of losses to the company.

2) How might Disney have had a more favorable initial experience in France? What steps it might have taken to reduce the mistakes associated with the launch of Euro-Disney? Disney may have generated a more favorable initial experience with France if they took more time in preparation and get to know European life style. There are many steps that they could have taken to reduce the mistakes associated with the launch of Euro-Disney. They could have conducted costumer surveys to know more about different cultures for a better preparation. They could have tested the park for a week

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before the opening, and that could have reduced most of the mistakes associated with the assumptions they made about the busy days at the park. They could have served different kinds of food and drinks till they exactly determine the type of food that is more upon request by costumers.

3)In retrospect, was France the best choice for the location of Euro-Disney?