Swot analysis of walt disney

Finance, Financial Analysis

Media- overall unprofitable. j High cost of operations including high sunk costs, research and development costs and costs of entertainment production. j Studio entertainment typically incurred losses because of production costs and the cost of extensive advertising campaign, specifically decline in DVD sales. Parks and resorts success unpredictable depending on the travel trends, leisure time and seasonal. OPPORTUNITIES j International expansion and look for potential market such as India and Russia. j Growth through further acquisition, increased in acquisition to enhance the resources and capabilities of its core animation skills and characters. j Increased media Networks, the company recently has acquired a media network (JET) as a platform for them to enter India and Russia as those countries are using JET media network as well. j The company also has acquired Playroom to give the company new inline gaming capabilities.

Another media network opportunity for the company to acquire is Localism. THREATS j Increase of piracy in movie industry which leads to the company's DVD sales declined. j Intense competition, Disney operates in very competitive industries such as media, tourism, parks and resorts, interactive entertainment and others. The intense competition leads to one of the company division which is interactive media incurred losses. j Changes in consumer's taste and preferences, people choose to spend theirmoneyon entertainment not as willing to spend on park or resort, uncontrollable changes in travel and tourism. j Employee retention- retaining and recruiting innovative people, competition on finding and affording the most creative human resources, increasing salaries and labor costs. 0 Strong diversification, they diversified into related businesses, instead of making soot analysis of Walt Disney By psycholinguistics park and resort, consumer product and broadcast media. 0 Well established product and interactive media. Brand recognition, have strong image in their animation film through worldwide. Customerloyaltyto their product is high. 0

Largest worldwide licensor of own cartoon character based merchandise. Such as Paxar, Marvel, and JET they able to increase their profits and revenue 0 Interactive Media- overall unprofitable. 0 High cost of operations including high sunk costs, research and development costs and costs of entertainment production. 0 Studio entertainment typically incurred specifically decline in DVD sales. Parks and resorts success unpredictable 0 International expansion and look for potential market such as India and Russia. Resources and capabilities of its core animation skills and characters. Increased littoral for them to enter India and Russia as those countries are using I-JET media network as well. The company also has acquired Playroom to give the company new online gaming capabilities. Another media network opportunity for the company to acquire is Localism. THREATS 0 Increase of piracy in movie industry which leads to the company's DVD sales declined. 0 Intense competition, Disney operates in very competitive industries such incurred losses. Changes in consumer's taste and preferences, people choose to uncontrollable changes in travel and tourism. 0 Employee retention- retaining and