

International business: of euro disney

Business



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The paper "International Business: Case of Euro Disney" is a delightful example of a case study on business. Euro Disney's target market was the European people, especially those who had the desire to visit a park, but felt California or Tokyo were too far. They targeted all classes of people, by offering a range of prices for the people. However, this was not the case, as he is very young, and poor locals could not afford the high costs when added together. One had to pay for the admission fee, then for a hotel room or a camp as well as for food, which inflated the whole budget. The park had a number of implications to the local people. While it provided a big number of people with an entertainment opportunity, it also offered job opportunities for various people. Moreover, it led to the development of the area. On the other hand, though, the park contributed to the pollution of the place, especially noise pollution. Euro Disney's woes started right on the opening day of the park. The grand opening received a poor attendance, owing to a number of things that went wrong. On the exact day of opening, commuter trains leading to the park went on strike due to the protesting of staff and security problems. Residents in the nearby neighborhood protested over the noise from the park, while a terrorist bomb missed disabling nearby electrical facilities the night before. These were the first indicators of trouble. Was the management keen enough on the number of people attending the theme park, they would have looked into these issues from their very first time? However, they held to the belief that attendance numbers would peak with the course time, anticipation that did not happen. The management could have provided reliable transport to the park, to avoid public failure. The management should have taken nothing for granted in the very opening of the Euro Disney. Another thing that went wrong was France's weather.

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Winter temperatures reached 27 degrees with 16 rainy days, a factor not put into consideration during the initial stages of planning. Attendance charges were rather high, considering that adults had to pay at least \$41, while children spent about \$27. Hotel accommodations ranged from \$130 per night to \$350 in the peak season. However, they would decline during the off-peak season to about 25%. Campsites, on the other hand, went for \$47. These charges were high; the company should have considered revising them downwards to allow more people to attend all year round. The park's capacity was 50, 000 people. Whenever it reached this capacity, gates were closed. People had to wait until a group left the park to gain entry into the park. This was not only inconveniencing but also frustrating. The management could have developed a waiting area for these people, a place where they could have fun whenever they waited. Alternatively, they could have increased the capacity to reach the 60, 000 people attending the park daily.

One aspect that should have remained the same in euro Disney as was in America and Japan was the design of the theme park. By choosing to parks a European feeling, they lost their fantasy. For instance, Snow White lived in a Bavarian village, while Cinderella lived in a French inn. 5, 000 square foot of European hedge maze surrounded Alice in the wonderland. These lost their original meaning, a factor that might not have been very appealing to the people. They might have expected the real experience of Alice, Snow White or Cinderella. Choosing not to serve wine at the park was another element that went wrong. Although the American and Japanese parks did not serve wine, French has a culture of wine consumption, something that people honor whenever having fun. They should have provided areas where people

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could have their wine. Some aspects, however, were better off being specific to Japan and America. However, some aspects were transferable to Euro Disney. Among these included the kind of entertainment provided and the actual setting. Planners should have put into consideration the individualistic nature of Europeans, and therefore come up with a less crowded place. Another aspect was the entertainment provided. Contrary to what Disney offered, French nationals enjoyed intellectual music. They could have developed these specifically for euro Disney, instead of borrowing from American or Japanese parks.