

Walt disney



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Case Study Analysis – Walt Disney Co Discuss how Disney's future vision and strategies may be influenced by the alliance between Steve Jobs and Disney.

Before the alliance between Pixar and Disney, the strategies of the two companies were very different. For example, from Disney's perspective computers could never deliver the tinge and emotion of hand-drawn animation whereas, Pixar could see the potential of computer animation to create full-length movies and knocked out six blockbusters. The alliance between Jobs and Disney appears to be very promising in terms of Disney's future vision and strategies. The vision of Disney was to become the leading laboratory for media convergence and the alliance could facilitate Disney to achieve this vision by adopting the strategies which Jobs had adopted at Apple and Pixar such as boundary-busting energy and industry-shaking. Moreover, Disney is a nimble company and accepts innovative ideas however; still the company's stock was about at the same level as it was decade ago. Therefore, alliance may influence the strategies of Disney more effective and it may help the company to make its future vision more realistic. How and to what extent is Disney's new product planning initiatives likely to benefit from Job's successes at Apple Computer? Jobs mentioned that he was lucky to have grown up with the industry and it actually helped to get successful at Apple and Pixar. Jobs' successes at Apple Computer made the people to consider Jobs best at launching new products. The entrepreneurial zeal, industry knowledge, sheer charisma and intensity of Jobs can help Disney to pursue its new product planning initiatives more effectively. The secret weapon of Jobs to meld technical vision with a gut feel for what regular consumers want and then market in ways that make people want to be part of it, can help Disney to develop the new products which

people want in digital media world. Moreover, after Jobs' success at Apple, the deal with Disney may enhance the ability of Jobs to make contributions in the media world by applying his skills to media industry and by experimenting technology change in media world which most of the other executives are reluctant to do. What are the changes that may occur in Disney's marketing strategies resulting from Job's influence? If Disney actually capitalises on skills of Jobs then it can open up various sorts of strategic options. The company may face significant changes in its marketing strategies for example, rather than relying on cable companies and movie theatre, Disney may distribute more of its content directly over the internet. Jobs can influence the strategies of the company by implementing its marketing strategies more quickly and aggressively as compared to what Disney used to do in the past. Jobs' focus on quality rather than quantity may encourage Disney to adopt more focused and product differentiated strategies. Moreover, Jobs' expertise in technology world may help Disney to revolutionise the media world through digital and technological innovations.