Strategic management

Strategic Management Walt Disney Introduction: The External Factor Evaluation (EFE) Matrix of Walt Disney is shown below: Particulars Weight

Rating

Weighted

Score

A

B

Opportunities:

1. Continued economic growth graph

2. Strong position in corporate sector

3. Strong and increasing satellite radio subscribers

4. High Definition Television media is growing in demand and availability

5. globalization trends are popular fads

Threats :

1. Current trends in lower economic growth

2. Rising crude and energy prices

3. Radio programs outgrow popularity

4. Piracy is a major threat to this company

5. Invasion of DVR like TiVo

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(Duran, et al., n. d., p. 23).

Plus-Minus Implications (PMI) of Walt Disney is shown below:

Particulars

Weight

Rating

Weighted

Score

A. Plus :

1. Powerful and well recognized brand

2. High entry barrier to new competitors

3. Well diversified unit

4. Dominant player in industry

5. Capable of high resource mobilization

B. Minus :

1. Changes in top management

2. Declining trends of recent box offices

3. Large burgeoning work force

4. Control over costs seems difficult

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Time Warner AOL:

Perhaps one of the major competitors for Walt Disney (WD) is Time Warner (TW), which has relegated WD to the second place. Time Warner is a major conglomerate which is able to offer stiff competition to WD. One of the major areas in which TW scores over WD is the numerous diversifications that they have made. They have assumed market leadership in almost all their endeavors, and they also have a strong presence in internet technology, movies, television, and publishing segments. The emphasis and efforts that TW has provided to unbridled growth has paid off and this along with their loyalty and commitment ahs made them what they are today- unqualified leadership in the entertainment and media industry.

News Corporation:

Another name in the reckoning is that of News Corporation, which again has drawn heavily from its diversification plans, both in US and abroad. As a matter of fact, the non US revenues of NC is much higher than that of its US earnings, which is one of the main reasons that it has sustained itself in the market for long, and provided strong competition to giants like Walt Disney, Time Warner, etc.

Strategic Management decisions which WD needs to take:

Coming to the Walt Disney, this corporation needs to undertake massive diversification and expansion plans, in line with what its major competitors are doing. This could be seen in make a more emphatic presence in areas like digital cable, video on demand services, and owns cable networks.

Again it also needs to trim its work force and make it more accountable and productive. By pursuing a lean yet efficient workforce strategy, it could become more efficient and cost conscious. Besides, there is need for greater degree of streamlining its resource systems, and adopting strategic plans in tune with current requirements of business to remain on top.

Innovation keeps WD ahead:

With a large number of players in the industry and potential rivals on the anvil, it is also necessary that WD takes up some innovation plans and modernizes its business to entail newer growth avenues. The future of the entertainment electronics was never so immense, albeit challenging and it is now for WD to take up this challenge gratefully and prove that it is indeed a worthy contender in the genre of entertainment for a long time to come. By plunging into the deeper realms entertainment business, it has perhaps everything to win and nothing to lose.

Reference List

Duran, R., et al. (n. d.). The waly Disney company (case study1). Retrieved January 21, 2010, from

http://ryan-duran. info/The_Disney_company_The_BEst_Group_Ever. doc