

Marketing



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Running Head: Marketing Marketing and Section # of There are several issues related to a business. It could be economic, socio-cultural, environmental and political factors or issues. The economic issues are interest rate and the level of inflation in the employment level per capita. The socio-cultural issues are related to the culture and religion and business possess no religion or culture therefore the issues which are to be thought of are of the dominant religion and which language and culture to be spoken and practiced respectively (Stanley, 2008). Disney, being an international corporation, has the advantage of global exposure and its strength therefore is its vast experience. This experience is the key to success against small competitors who do not have the experience to match Disney in business. There are related opportunities too when it comes to Disney due to its long-standing relationship with a myriad of companies across the globe. Disney is therefore able to capitalize on new contracts, tenders and jobs without having to put in as much effort as any other competitor might put in. The bottom line here is that Disney has several strengths that have developed with time and have become a source of competitive advantage. The opportunities are the result of global strategic partnerships that the company has had over the past decades so that Disney has better opportunities than its competitors - always. The political issues are that how stable is the political government with the business and whether the government policy will either cause any changes in the tax payment. The environmental functions are regarding the surroundings and other things which compete in the business in the surroundings. The atmosphere is also covered in these issues. Disney marketers should examine as they refocus their international marketing program. This is so because it enhances the product as well as the

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organization a lot at times. I do think so that Disney should adopt a global marketing strategy or a multi domestic marketing strategy to promote its products overseas because the world is getting globalized day by day. Additionally, in order to promote products a global marketing strategy would be ideal as it would be covering a wider portion of the globe and would still be customizable on a regional basis so it should not pose any problems when it comes to using a localized strategy. This is one of the main strength of Disney. One of the weaknesses is the poor decoration and other facility which tends to make the customers leave the store after a short while. Opportunities are many with the company and it is the company's choice to explore which opportunity. Threats such as low birth rates and the theme in which did not turn out to work have posed threats on the company as well as to the employees. The SWOT analysis has shown that the company is still in light hands and has to work hard to bring out a new world to encourage the employees and others also. One of the greatest strengths of Disney - its international portfolio - can also be one of its greatest weaknesses. The company has credible work to its credit but may not always have the best work - there are other smaller firms who might offer more creativity and a different frame of work. This is where Disney faces a weakness. In addition, rising competition and stringent economic conditions mean that companies are not willing to dish out as much as they were previously inclined to for marketing (Mazur, 2005). This makes it easier for companies to look for cheaper alternatives other than Disney. This is a significant threat and in the light of global poor economic conditions is one that will in the long-term affect Disney's sales and profitability. Bibliography Mazur, L. (2005). Holistic

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