Disney Inc.

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**Introduction**

Immediately you hear the word Disney, there is an image that comes to mind: that is what is that which one relates Disney with. For most parents, they think of the place their children want to visit, the children think of the place they dream of visiting. In this century, Disney has increased its viability as a company such that its name alone can generate so much talk form a crowd. Right now, it is referred to as Disney parks, experienced and products Inc. while it was previously known as Walt Disney. It was started in 1971, and since then, it has seen tremendous growth as a company and has, with time, generated employment for so many people. It has managed to produce several animated movies, which are almost every child's dream, especially as they are growing up. For instance, we have the animation: Frozen, which every child, especially within the United States, watches while in their childhood. I can say without a doubt that every child identifies with at least one of the characters in the animation, and that is what drives them in everything that they do for some time (Wasko, J. 2016). The animations might be targeted for children, but even the grownups are enjoying watching a good show. It is every child's dream to visit Disney theme parks where they can get to interact with the characters of their favorite animation shows. On this front, the company has been doing great: in 2018 alone, they managed to scope the most visited theme park worldwide due to the large numbers of people that they had admitted into the park that year.

Among other sectors of the company is the entertainment sector, which involves the production of the animation, among other movies for the people to watch. In most cases, people are driven towards visiting the theme parks in Disney due to the movies that they have watched. If one has not watched any of the movies, in as much as they get to enjoy the theme parks, there is a great part that they won't enjoy as they would not easily identify with the characters at the park. Among other sectors that they have are Pixar, Lucas Film, and Marvel. All play a major role in the rates of generating income for the company. Therefore, it does create a worry when the company ends up investing so much money on the theme parks in comparison to the three combined. The purpose of this paper is to try and understand this and how it could be beneficial as well as detrimental for the whole enterprise. In places where the company is made up of differentsectorsin what they offer, it is usually more logical to share the resources equally or, at the very least,without much difference in margins. In this case, the main focuson theme parks at the expense of all other sectors,which is worrying and has managed to raise eyebrows.

**Background**

The company was originally known as Walt Disney parks and resorts worldwide, Inc., and it was formed in 1971. Ever since it was formed in 1971 to date, it has seen several changes in its naming. In the beginning, it was referred to as Walt Disney outdoor recreation division, and now it is known as Disney parks, experiences, and consumer products. Their headquarters are found in Florida, a place by the name celebrations within the United States. The Disney parks, experiences and consumer products can be described as a global hub which ensures to bring the Disney characters and stories to life whereby the fans get to meet the characters in the theme parks, and they can turn the stories into video games and even get toys which are those of their favorite characters (Knoke, D. 1999). Disney has managed to revolutionize the world by becoming a global sensation, especially something that all children look forward to in their childhoods and even drive through into their adulthood. Over the years of its establishment, Walt Disney has managed to create so many movies, music, and stage plays within their studio. The advantage that they have is that they manage to create characters in a movie or a stage play, and then they can easily create the character in real life for the people to see upon visiting the theme parks. Imagine having a chance to meet your superhero, spend time with them, and even take a few pictures with them: wouldn't that be nice? That is what Disney has to offer its consumers within the theme parks. Watching a movie on Marvel with all the superhero stuff and themes within the movies and then having the chance to interact with them at the theme parks is quite fulfilling (Wasko, J. 2016). Before its formation in 1971 as Walt Disney. It was a cartoon network studio that majored in cartoons, and its main focus at the time was the children. Over the years, it has evolved such that it now focuses on products that are open and suitable for all family members. If a family wants to enjoy family time, Disney movies are at the top of the list that they can choose from. Generally, they help bring the family together in a feeling of harmony and happiness.

It was in 1994 that Disney ventured into Broadway after the successful shooting and releasing of the beauty and the beast. Later on, in 1997, they managed to bring a show based enactment of the lion king, which so a shoot in their popularity. In early 1996, Walt Disney managed to buy ownership of the capital TV/ABC, which came with a conquer in the television world. Now they had a media to showcase their movies, which were accompanied by various radio stations and newspapers. The cost of acquiring the ABC was at 19billion marked as the second largest transaction in the history of the United States. In 1998, they opened a new park: Disney animal kingdom. 2000 was marked by the opening of IMAX theatres where people could now easily watch the movies. It was in 2001 that they managed to start and open up two theme parks. It was such a win for the company as now it was in a position where it was generating a bit more income and profits (Bryman, A. 2003). They opened the theme park in California and later in the year, and they opened that theme park in Tokyo, Japan. In the following two consecutive years, they were able to open other theme parks within Disney. Major success followed it, and in 2006, Disney purchases the Pixar animation studio. In 2009, they purchased Marvel and were able to make and release various movies. Even to date, the company is making progress in the various four realms of business that it runs. For every successful premiere of a movie, it marked a potential increase in theme park attendance. From this, it is noticeable that they have managed to generate as much from their theme parks over the years, and this would be the reason why they are investing so much in comparison to the other enterprises as a company.

**Leadership**

When we think of leadership in Disney, it encompasses standing on and overseeing the premiere entertainment company on a global level, which hosts respected and beloved brands within the globe. Anyone who gets to be the leader and head of the company over the years is well qualified and capable of leading the company towards great success. Having the leadership of Disney is not an easy task as it is like being the driver of one of the greatest cars there is, and any wrong move could be catastrophic. Robert Iger served as some of the long-lasting and greatest CEO in Disney. Combined in his prowess in working in the media, he managed to bridge the company in various aspects and led it to its glory. The first time that he got a short in leadership with the company was when he was employed as a supervisor. He was moved to various leadership positions within the enterprise. He was the named the company CEO in 2005, and since then, he took on a new kind of leadership (Smith, E., &Schuker, L. 2009). When asked about his leadership, he did attribute several aspects that helped him in his leadership. For instance, he talks of how he remained focused on what he did during his leadership. While Disney was growing as a company, they saw opportunities and seized them for the better positioning of the company. When they realized the importance and impact that having ABC would have in their business, they made plans to purchase. They also managed to purchase other enterprises like Pixar and Marvel. The two studios were still doing well without Walt Disney, yet upon purchase, they ended up developing and evolving to great enterprises. It is without a doubt that we can say while Iger was the CEO, he left no stone unturned. For him, the company came first, and therefore, and he ensured that he pursued any direction that meant making more money and developing the company. When speaking on his leadership, he insisted that authenticity was essential for the running of the company. At times especially in this century, there is the slogan fake it till you make it. He disagrees with it and says that one has to be genuine form the world go. This would make sense given that within Disney, he leads other enterprises under the company. They are all dependent on each other in a way, and one mishap in one sector can greatly affect the other enterprises. He emphasis letting the people working within the company acknowledge that making mistakes is okay, but how you get out of them and make progress is the real test in the company.

Walt Disney also had some leadership qualities that helped a great deal in the running and current ranking if Disney in their business. He was able to align his working mechanics, success, and how he did things in a way that even the leaders today can pick up and roll with it. During his time in leadership of the company, he brought up a working culture that enables the sides of the company even today, sure some of the way he did things are different with the new trends and technologies, but the ideologies behind them, are the same and work a great deal at pushing the company to advancements. At the same time, in such a company where there are different enterprises, communication is essential. If the manager in the Lucas film has some things that he needs to say, then he must communicate with the rest of the team, especially given that other enterprises are dealing with the same work as his. This avoids mixups and production of products that are similar or close to each other, as it would portray a picture of miscommunication. Also, when dealing with the four business enterprises, there is a necessity for cohesiveness as a mishapone business can end up impacting another sector. For instance, a good movie and well-liked play could affect the theme parks in that they have to increase the characters ta the ground.

In as much as the company does make revenue form the four businesses, one of the greatest generating business is the theme parks within Disney. They have managed to establish several Disney theme parks around the globe, and maintaining them is quite the task. It is human nature but change their preferences now and then and keeping up with that in movie production or play production is a bit easier than in running a theme park. For instance, if the consumer wants a certain kind of character and personalization in a movie. They can easily incorporate that during production (Wasko, J. 2016). However, the introduction of a newcharacter at the theme park is more complicated as it entails hiring a permanent person for that post, preparing their layer which befits that enacted in the movie. Therefore, without a doubt, the theme park enterprise within Disney requires more cash and planning, unlike the other sectors.

**Management**

Observably, Disney, like any other company, is led by various management principles. Seeing as it has four enterprises, each of them has a separate management platform, although they all report to the CEO. Each manager is tasked with ensuring that their docket is doing the best that it can and generating maximum revenue while still meeting the customer's satisfaction. In as much as they work as a team, there is a sense of competition within the company to see which enterprise does manage to bring in more profits. Luckily for them, the diversification has worked towards making it more efficient and reliable as a company. Among the principles that Disney applies in terms of management is that the customer is always a guest. Therefore, when a customer does show up for the product, not only do you treat them as a customer but a guest. This enhances the feeling of respect, care while at the enterprises. As a guest, one is accorded honesty as well as respect, which works well for the customer as well as the company.

Another major principle is on sharing the spotlight. It emphasizes the necessity to form a partnership with other companies towards the growth of the company. In our case, we can talk of internal partnerships between the four business enterprises that fall under Disney. In as much as they all generate different revenue, by the end of the day, they are part of Disney, and they make up Disney Inc. therefore, the same way that they have to work together for the growth of the company, is the same way that the company should invest in them for the best results and outcome. Therefore investing so much on one enterprise does appear like segregation and the pushing of one enterprise towards growth at the expense of the others.

**Organizational Structure**

Notably, Walt Disney has a specific organizational structure that helps them in the running of their business: cooperative multidivisional organizational structure. The cooperative M focuses on related constrained diversification which is what helps the company like Walt Disney run. One advantage of this kind oforganizational structure is that it can help the company in the generic strategy, which allows the company to have a competitive advantage in the market. In as much as Walt Disney has managed to make continuous profits in the last few years, it does not mean that its competitors have not been doing the same (Budd, M., & Kirsch, M. H. 2005). Therefore, there is a need to ensure that they keep generating intensive growth strategies so that every time they are a step ahead of the other companies.

Additionally, when we look at structural characteristics, we have business-type segmentation. In our case here, we have that the company has different dockets that it has to invest in: the entertainment dockets, we have the amusement parks, among others. For all of them to work well and manage their business, there is a need to centralize it its diversifications and ensure that even as they are all treated as a single entity, by the end ofthe day, they form a similar group or company. The four entities have a competitive advantage over each other as they all contain the companies brand name, which means that at some point, they have the same competitive advantage. In the case like these where they are planning in expanding on the amusement and theme parks, requires that they invest huge amounts of money. There greatest chance is that more people can visit the theme parks; the more the demand for the movies and plays with characters at the parks will increase (Bohas, A. 2015). If one visits a park and they interact with a character, yet they haven't seen them in action, and they are likely to go ahead and purchase or stream the movie. Such a response will have befitted both the theme park and the entertainment docket in the company.

Consequently, the organizational structure has an aspect that addresses the different or the variations in geographical locations. We have those that are found locally and internationally. In as much as they all fall under the same company name, there some strategies that are influenced by the location that a business is established. A good example is the problems that we might face in Florida may differ greatly with those in japan or china. At the same time, the different locations offered different social, cultural practices or factors that influence the company. Due to these differences, there is bound to be a difference in the preferences of the customers in the two differentiations. What might entice a customer in one location might fail to do that same with another customer in location B (Latif, M., Jaskani, J. H., Saeed, I., Shah, K., &Azhar, N. 2014). Therefore, even as much the company does make strategies on how to survive, they have to have local strategies that only apply to specific enterprises. The idea of increasing investment in theme parks is driven globally, but this is due to the plan of expanding all the theme parks. In as much as the whole company is one, we have to accept that some theme parks will require more money for expansion due to their locations, and this is what has brought forth the great difference in its investment sum.

Lastly, we have functional groups that make up the organizational structure. The Disney group is made up of four different businesses, and they all interrelate at some point. With functional groups, it works towards the ideology of establishing strategies that aim at ensuring that the different entities do benefit each other. In this case, a good example is how a character in a movie, which is the entertainment docket, is used in the theme park so that they can interact with the fans while still being used in the media for advertisement (De Groote, P. 2011). That is, a single character serves the purpose of entertaining on screen, interacts with people at the theme parks, and in the media, they get to foster advertisements. Generally, they manage centralized control of their products to the market and how they dispense them to the consumers while still supporting synergistic diversification.

**Financial Aspect**

Observably, every part of the bus jess does generate income independently, and it is thenrun by the books to see if the company is making any progress. In the 2018 fiscal year, it was estimated that the theme parks and resorts made a $ 4.5 billion operating profit. In comparison to the last five years, this was a 100% increase for the company. When we look at another sector that is the media, they managed to generate $ 6.6billion in operating profits. Unfortunately, this was a 3% drop from their previous profit. Therefore, the company does feel the need to expand on their theme and resorts so that they can increase the percentage of their earnings as well. When the new CEO: Chapek was asked about the immense investment in the expansion, he said that it has to be super changed, and seeing as it is in all their parks, then it is bound to cost a lot of money. The expansion will mean that there will be more land where they can expand their business and manage to serve more people within a short time. For him, the parks cannot be special; they have to be spectacular, and that is the drive-in their expansion. He said that this is aimed at handling the issue of turning people away due to the full capacity. There was the argument that in the past when the number of people showing up started to increase, they increased the prices so that fewer people could afford to come (do Patrocínio, R. F., de Almeida Souza, J. L., Santos, C. T. O., & Martins, K. S. 2018). However, that did not deter them as still they get sold out almost every day. It is sad having to send someone back home when they have not even enjoyed what they came to see. At the same time, you cannot allow everyone in as it would cause a stampede. Therefore, the expansion is aimed at helping overcome some of these challenges and meeting more customer satisfaction.

**Conclusion**

Undoubtedly, the amount of money that is being invested in the expansion is a lot. Especially when we consider that the company has other entities that are not incorporated in that bid, then it seems like one sector is getting the best of the company. However, we can choose to look at it as a benefit for the four entities. The four entities within Disney benefit simultaneously. If one sector is benefitting, it does lead to the growth of another sector. For instance, when a character is showcased in a play, then the people get to see them in the theme parks, and later on, they can be used in the media for advertisement. A great example of circulation and how it benefits the whole enterprise. When the expansion is finished, the benefits will be felt by all the dockets, and that is the best thing about the organizational structure within the company of Disney. In as much as right now, it seems like the investment is on the theme parks alone; by the end of the day, all sectors do benefit.

The future with Disney and what it has to offer seems bright enough. As long as new movies are made within their platforms, then there is something to look forward to even i9n the theme parks. In a year, so many people get to visit the theme parks, and they end up having great reviews. Therefore, in as much as the investment in the expansion of the theme parks and resorts seem too much, there is a chance that it will be all worth it once they can serve more people and meet their preferences.

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