

Walt Disney Company

Crystal and Sherry



Core Values

- To be one of the world's leading producers and providers of entertainment and information
- To develop the most creative, innovative and profitable entertainment experiences and related products in the world
- Reduce environmental footprint
- “zero” state of net greenhouse gas emissions and waste, while conserving water resources



Social / Environmental Impact

- 3.4 million hours of service since 2012
 - help save species and natural habitats
- Work to improve labor conditions in production facilities
- Reduce the environmental footprint of their supply chain
- Save wildlife, inspire action, and protect the planet
 - Trains run on biodiesel made with recycled cooking oil
- Reports of their CSR throughout the years



Website

<https://www.thewaltdisneycompany.com/>



SWOT Analysis

Strengths

- Existing customers
- Know how to capture the audience's attention

Opportunities

- Have more targets besides youth
- Sell food
- More parks

Weaknesses

- Movie ideas
- Tickets are expensive
- Long lines
- Food is too expensive

Threats

- Universal Studios