

SWOT ANALYSIS EURODISNEY PARIS

Disneyland Paris SWOT, Competitors, Marketing STP & Brand analysis Table. Below is the Strengths, Weaknesses, Opportunities & Threats (SWOT) Analysis of Disneyland Paris. The brandguide table above concludes the Disneyland Paris SWOT analysis along with its marketing and brand.

Many of these viewers are turning to the internet for cheap or free live sports streaming, making it difficult for ESPN to compete. EuroDisney first year of operation was faced with several factors in which hindered their financial growth and success in the first year of operation. As a result, the company faces competition on several fronts, including from providers of products and services from other entertainment, lodging, tourism, and recreational activities. The brand alone will invite customers of all ages. Planned Star Wars-themed lands at Disneyland and Disney World could also boost results longer term, although short-term costs for these projects could temper earnings growth in the near term. This in turn would give Disney numerous complaints and decreasing their outstanding reputation. The company just opened the gates to its first theme park in China, Shanghai Disney. It is very difficult for a company in this space to consistently create films, cable programming, theme park attractions, and consumer products that will reliably meet the changing preferences of the broad consumer market. The company has posted several quarters of year-over-year earnings gains. However if a customer visiting the resort were to ask employees questions and they were unable to respond this would reflect negatively towards Disney and customers would then be uncomfortable asking other staff members questions. We will address these issues by performing an easy-to-follow SWOT analysis of the company, evaluating its Strengths, Weaknesses, Opportunities, and Threats. Euro Disney has to maintain a high customer value by increasing the benefits of its services and reducing its costs. Employees have become dissatisfied with the standard of work at the Disneyland Paris Park, which might deter people from working there. There are few rainy days in the summer which promise a profitable summer season. It was located by the river Marne some 20 miles east of Paris and was designed to be the biggest and most lavish theme park that Walt Disney Company had built as compared to other sister companies. I have placed a few pictures which I have collected from around the Disney resort, highlighting the multilingual sign posts and maps there are available for customers to navigate themselves around the resort easily increasing the level of customer satisfaction gained as customers can find where they want to be without any negative implications. This will leverage the strength of EuroDisney to address its threats and weaknesses using the opportunities available in France and turn around the company for more success. The ethnocentric managerial orientation of the management is the main reason behind this failure. Disneyland Paris is the most expensive theme park out of its closest European competitors, which could result in customers going elsewhere for their entertainment. Customers will not want to return to the resort and may pass there bad experience on to others, thus putting them off visiting. Will the earnings advances continue? Investments in New Media Partnerships: Disney has made some investments in new media platforms in recent months that it hopes will allow it to regain some of the cable subscribers it has lost over the past few years. Strengths Diversified Business: Disney has grown from a small producer of animation series in the s to one of the largest media and entertainment conglomerate in the world. Conclusion and recommendation Euro Disney has suffered financial losses due to lack of cultural consideration in the European markets and poor forecasting in its first year. The following situational analysis has been presented to depict the internal weakness and strength of Euro Disney and the opportunities and threats in the operating environment. While there are some concerns, particularly surrounding the ESPN segment, due to a declining number of subscribers, as well as increased competition on multiple fronts, the overall outlook looks favorable. I have included various pictures as evidence to prove Disney do offer this service to its disabled customers. Strengths The first strength I have found is Disneyland Paris caters for a wide target audience, from the rides and entertainment to the facilities and accommodation provided; this is an example of excellent customer service provided by Disney resulting in good customer satisfaction levels. The climate in France is fairly mild in comparison to most European countries. All of these factors have allowed it to be able to consistently make acquisitions and pay a decent dividend. The question is whether investors should build positions in Disney stock at the current juncture. Web-based media will continue to expand in the coming years, and Disney needs to continue to shift its overall strategy to include this growing segment.