

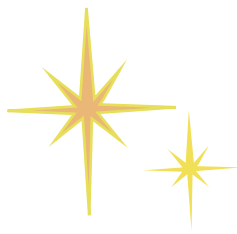


WALT DISNEY World.®

Where dreams come true

A large, faint, light blue silhouette of Mickey Mouse's head is centered in the background of the lower half of the slide.

Presented by Sydney Dietz
Strategic Communications



Strategic Plan

- ♥ To position the company for the future by creating a more effective way to serve customers worldwide and increase growth.

Competitors

- Universal Studios
- Sea World
- Six Flags

Stockholders

- ♥ Bob Chapek: Walt Disney Company CEO
- ♥ Josh D'amaro: Chairmen of Disney Parks
- ♥ Imagineers
- ♥ Cast members



THE VISION

“To be one of the world’s leading producers and providers of entertainment and information.”

THE MISSION

To entertain, inspire, and inform by using unparalleled storytelling to make Disney the best entertainment company.



SWOT Analysis

1. Popularity

2. Size

3. Variety

4. High Brand Value

1. Huge park variety

2. Diverse product portfolio

1. Further Expansion

2. International

3. Guests

4. Promotional offers

5. Updates

1. High Cost of operations

2. Competition

THE CREATIVE STRATEGY



3 stages of the Creative Strategy:

- The Dreamer
- The Critic
- The realist



5 Keys



1 Safety



2 Efficiency



3 Courtesy



4 Show



5 Inclusion

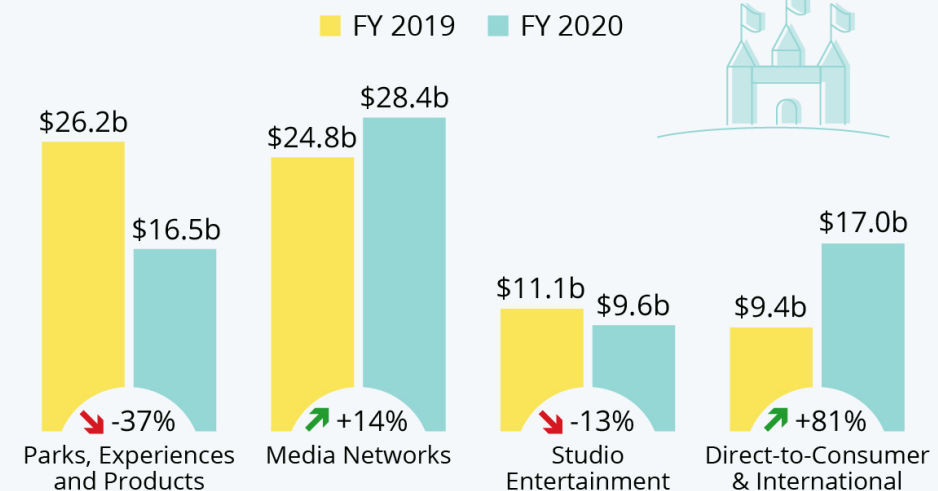
PROBLEM DIAGNOSIS

Effects from COVID-19:

- ♥ Closure of the four parks
- ♥ Loss in profit
- ♥ Less guests attending parks
- ♥ Layoff of cast members
- ♥ Delay on attraction updates and construction

Coronavirus Changes Face of Disney's Business

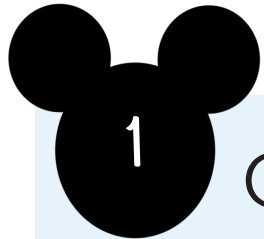
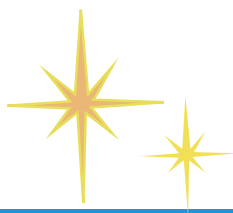
Revenue of the Walt Disney Company in fiscal year 2020 vs. 2019, by operating segment*



* Disney's fiscal year 2020 ended October 3, 2020

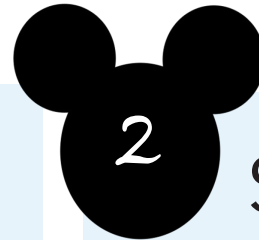
Source: The Walt Disney Company

Disney's Options



Case Analysis

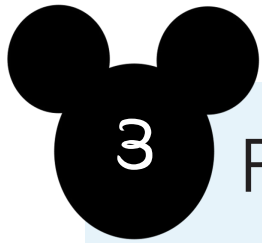
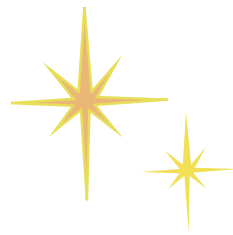
- Allows for a plan and brings awareness to the problem
- Learn from previous situations that were similar
- Helps in the long run and prepares Disney for the future



SOAR Analysis

- Allows Disney to determine strengths and opportunities of the Company
- Can help determine a new Strategic plan for dealing with COVID-19
- Can approve Disney's solutions and goal reaching

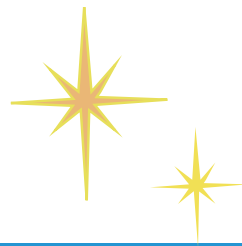
Options Continued



Position for the future

- ♥ Help Disney determine the unknowns that are occurring because of COVID-19
- ♥ Set goals for the future
- ♥ Can grow and maintain sufficient Profitability levels

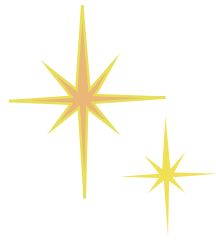




- Successful first half of second fiscal quarter
- Opportunities
- Effects from COVID-19



RECOMMENDATIONS



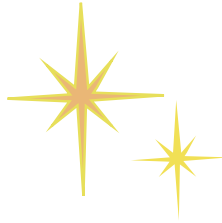
Regarding COVID-19:

- 🐭 Include more socially distant character photo Opportunities
- 🐭 Reopen hotels
- 🐭 Bring back fireworks and shows in the parks
- 🐭 Allow dining reservations
- 🐭 Sell Disney branded cooling cloth masks

Improving Walt Disney World Resort:

- 🐭 Build a new park based on Pixar
- 🐭 Keep “magical” services for guests (Magical express, extra magic hours)
- 🐭 Bring back Disney College Program
- 🐭 Increase Rise of the Resistance boarding passes
- 🐭 Renovate all of tomorrowland
- 🐭 Make transportation easier for wheelchairs and ECV's
- 🐭 Later park hours
- 🐭 Bring back a night time parade
- 🐭 Give Walt Disney a bigger presence in the parks

REFERENCES



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Thank you for listening!