
WALT DISNEY COMPANY

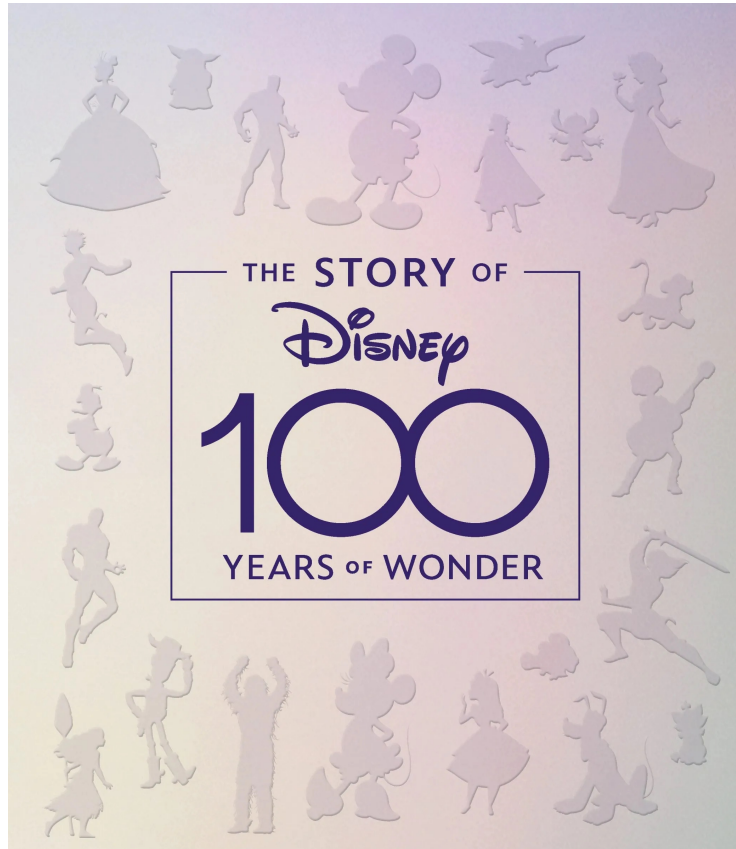
EUROPE EXPANSION

GROUP 10

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BACKGROUND



- FOUNDED IN 1923 AS DISNEY BROTHER STUDIOS
 - WALT, THE CREATIVE BROTHER, FOCUSED ON STORYTELLING
 - CREATED MICKEY MOUSE AND HIS TRAIN TRIP FROM NEW YORK
 - BECAME AN INTERNATIONAL SENSATION OVERNIGHT
 - BECAME SUCH A DIVERSE COMPANY WITH BUSINESS UNITS IN ALMOST ALL ASPECTS OF ENTERTAINMENT INDUSTRY
 - THEME PARKS, HOTELS AND RESORTS, CRUISE LINES
 - MOTIONS PICTURES, DESIGN AND FILM STUDIOS
 - MERCHANDISE AND STREAMING
-

MISSION & VISION

- MISSION

TO ENTERTAIN, INFORM AND INSPIRE PEOPLE AROUND THE GLOBE THROUGH THE POWER OF UNPARALLELED STORYTELLING, REFLECTING THE ICONIC BRANDS, CREATIVE MINDS AND INNOVATIVE TECHNOLOGIES THAT MAKE OURS THE WORLD'S PREMIER ENTERTAINMENT COMPANY

- VISION

TO BE ONE OF THE WORLD'S LEADING PRODUCERS AND PROVIDERS OF ENTERTAINMENT AND INFORMATION





EUROPE EXPANSION

- THE NAME "EURO DISNEYLAND".
- TAILORING A THEME PARK FOR A COLLECTION OF CULTURES.
- FRANCE WAS CONCERNED ABOUT CULTURAL IMPERIALISM.
- PROTESTS AGAINST THE EXPANSION.
- ADS TARGETED TOWARDS CHILDREN.

EUROPE EXPANSION

- MISUNDERSTANDING OF EUROPEAN CULTURE
 - CHALLENGES IN ADAPTATION
- INCORRECT DESIGN CONCEPTS
 - ELEMENTS AND ATTRACTIONS
- CLASH OF VALUES
 - CONFLICTS
- CULTURAL APPROPRIATION CONCERNS
 - SUPERFICIAL AND LACK AUTHENTICITY



CHALLENGES/MISTAKES

- THE EXPANSION WAS A REFLECTION OF THE US THEME PARK MAKING IT AN ETHNOCENTRIC APPROACH.
- GEOGRAPHIC LOCATION CHALLENGES:
 - LANGUAGE BARRIERS
 - CULTURAL NORMS AND VALUES
 - FOOD PREFERENCES
 - HOLIDAY AND VACATION
- MISUNDERSTANDING OF LAWS



WHAT COULD HAVE BEEN DONE



- LANGUAGE DIVERSIFICATION
 - MORE ORIENTED TOWARDS EUROPEAN CULTURE
 - PROMOTED MORE LOCALIZED SERVICES OR PARTNERSHIPS
 - BETTER MARKETING AND COMMUNICATION
 - COMPREHENSIVE FINANCIAL ANALYSIS
-

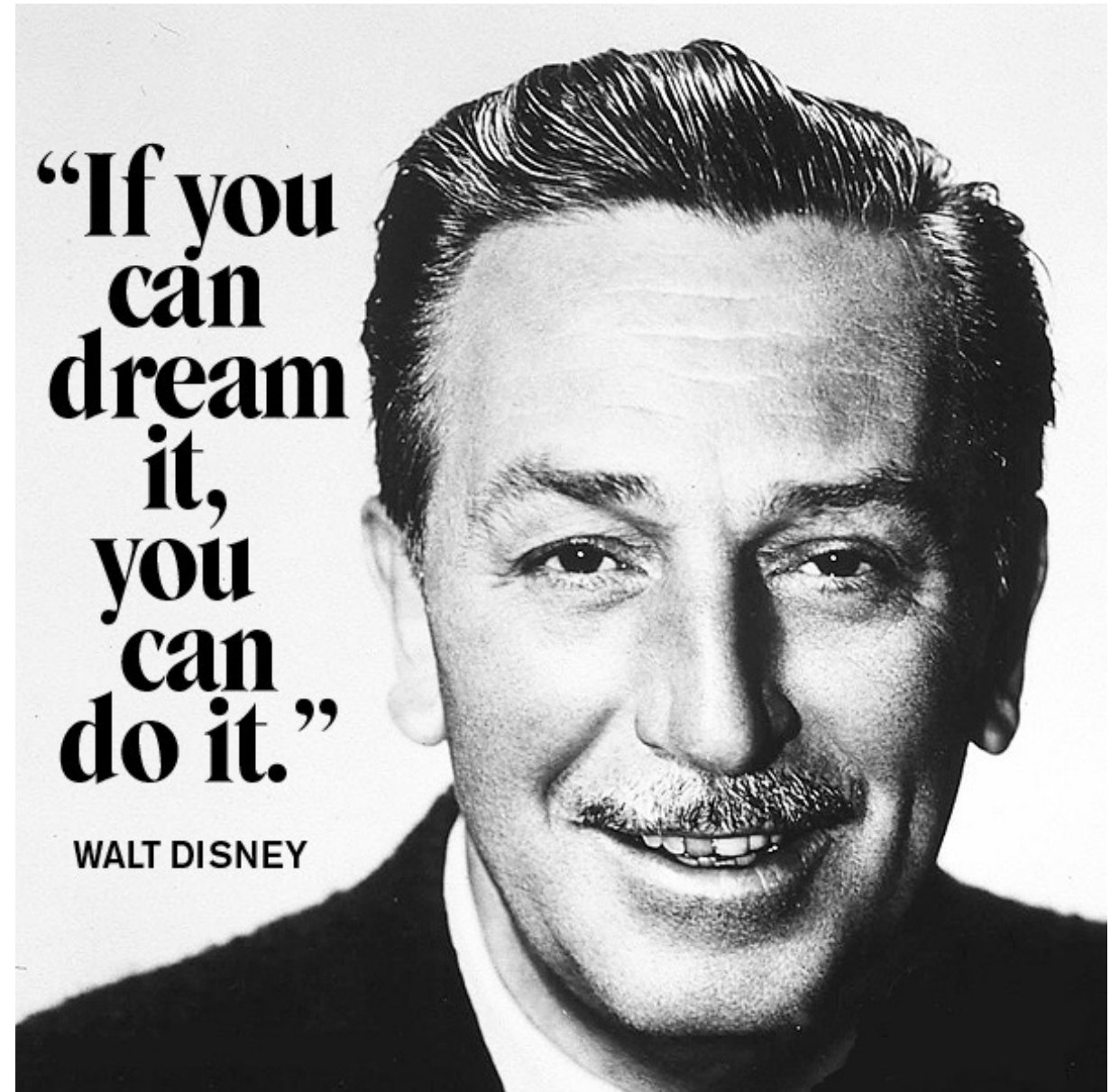
DOS AND DON'TS

- **DOS**
 - THROUGH MARKET RESEARCH
 - BETTER UNDERSTANDING OF THE TARGET MARKET'S CULTURE
 - DIVERSITY IN STAFF
- **DON'TS**
 - EXPAND BEFORE DOING A FULL RESEARCH
 - MAKE ASSUMPTIONS ABOUT CULTURE
 - ASSUME IT WOULD BE A SUCCESS BASED ON PAST EXPANSIONS



CONCLUSION

- FOUNDED IN 1923 AS DISNEY BROTHER STUDIOS
 - 1ST DISNEYPARK OPEN JULY 17, 1955 (ANAHEIM, CA)
- EURO DISNEY OPENED 1992 (PARIS)
 - DISNEY'S 2ND LOCATION OUTSIDE OF THE US
 - FAILED UPON OPENING
- REASONS FOR FAILURE
 - "FOREIGNNESS"
 - DISTANCE, DIFFERENCE, DISTRUST, DISCRIMINATION
 - FAILED TO UTILIZE "CHOICE OF PRODUCTS" & "CHOICE OF STRATEGIC MARKETS"
 - COULDN'T EXPLOIT THE MARKET
- NO ADAPTATION



Disney



YEARS OF WONDER

THANK YOU
FOR
LISTENING

