



TheCaseSolutions.com

Number 1 in case studies solutions

DISNEY AT CROSSROADS OF DISRUPTIVE TRENDS





Introduction

Currently, The Walt Disney Company which is the international major entertainment provider is exposed to considerable dangers of disruption, which affects more and less developed nations. They have to adapt to the new ways of consuming content due to the emergence of streaming platforms, change of consumer habits and new technologies.

Changing Consumer

The younger audience as Millennials and Gen Z expects more content diverse and more personalized. Disney has to change the way that the product is narrated and become more open minded at the same time keep its uniqueness across the world.





Technological Innovations

New technologies that include virtual reality (VR) and augmented reality (AR) are revolutionizing entertainment. The two main issues that affect Disney while having to adopt these technologies are how to incorporate the technologies in their operations and how to address costs resulting from the implementation of these technologies.

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Middle Ages or early modern period. The scene shows a large harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are visible. The middle ground features a city built on a hillside, with numerous buildings and a prominent domed structure. The background shows a range of mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 17th-century European landscape painting.

Conclusion

A clear, bold and compelling strategic vision is needed at Disney today to address disruptive trends. The 21st Century Disruptive Forces are the emerging trends that affect Disney's current strategic position and direction and are discussed below.



Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.