

MINI-CASE ON WALT DISNEY COMPANY (DIS)



Source: Alliance/Fotolio

WHAT IS DISNEY'S VISION FOR THE FUTURE AND MISSION FOR THE PRESENT'?

Everyone loves Mickey Mouse and Donald Duck. Walt Disney's two largest segments are Media Networks and Parks and Recreation. Media Networks consists of ABC, ESPN, Disney films, newly acquired Lucasfilm, and 35 radio stations. among others. Parks and Recreation includes the Walt Disney theme parks in the United States, France, China. and Hong Kong, and the more recent Disney cruise line. Disney operates three other divisions: Studio Entertainment, Consumer Products, and Interactive Media. Walt Disney's actual vision statement is "To make people happy." However, an improved, author- proposed vision statement for Disney is "To offer the best family entertainment in the world through theme parks, cruises, movies, and radio and television coverage of news and sporting events globally." Walt Disney's actual mission statement is "To be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services, and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world."

However, an improved, author-proposed Disney mission statement is as follows:

We are on a mission every day to serve customers young and old with outstanding family entertainment. By offering popular theme parks and Disney TV programming to our newly acquired ABC, ESPN, and cruise lines, we provide well-diversified entertainment worldwide. We use many Disney characters such as Mickey Mouse and Donald Duck to excite customers globally. We produce apps for the smartphones in the Interactive Media division. We give back generously to our communities and offer many internships for deserving college students. Everything we do at Disney is possible because of our great employees and fans worldwide.