



Strategic Analysis of The Walt Disney Company

Kris N. Van Duyne

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This is a strategic analysis of The Walt Disney Company that was completed for a Strategic Management capstone course in a M.B.A. program. The analysis includes a diagnosis of the Company's current situation which summarizes the factors that have contributed to its present status. Problems and issues which need to be resolved are identified as focal points for action and alternative courses of action are proposed. The analysis concludes with decisions and recommendations that lead to an implementation plan that includes goals, participants, and steps for corporate, business, and functional level strategies.

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