**Module One Assignment**

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BUS 225: Critical Business Skills for Success

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# Module One Assignment

## Application

Critical thinking is important in every business decision, especially in a rapidly changing space like the entertainment industry. It is useful when studying the data, evaluating different concepts, and in considering all aspects before committing to an action. For Disney, critical thinking was necessary in its diversification planning as the company navigated shifting consumer preferences toward streaming services amid the COVID-19 pandemic. By engaging in comprehensive market research and reflecting on competitive pressures, Disney was able to identify opportunities in the digital space, such as launching Disney+ and enhancing its existing services. This strategic approach not only mitigated risks associated with traditional revenue streams but also positioned Disney to capitalize on emerging trends, ensuring its continued relevance and growth in a competitive landscape.

## Analysis

The Walt Disney Company, founded in 1923 by Walt and Roy Disney, has grown into a global leader in entertainment and media. According to, (The Walts Disney Company, 2024), Its mission is to entertain, inform, and inspire people worldwide through exceptional storytelling. Disney includes a diverse range of segments, including Disney Entertainment, ESPN, and Disney Parks, Experiences and Products. With a focus on creativity and innovation, the company leverages its iconic brands and advanced technology to engage audiences and create memorable experiences, amplifying its position as a premier entertainment megastar.

The strategy of Disney when it comes to diversification is widely focused on expanding its portfolio beyond traditional entertainment to include digital streaming, sports, and consumer experiences. This includes the launch of Disney+ to fit into the growing opportunity for on-demand content, alongside enhancing Hulu and ESPN+. The company aims to leverage its iconic franchises and innovative technologies to create a seamless experience across platforms. By restructuring its operations into distinct segments, Disney is positioned to drive efficiency and accountability, ensuring that each business area can thrive and adapt to changing customer taste in a competitive landscape.

Disney's decision to diversify is based on a keen understanding of changing consumer habits, especially during the COVID-19 pandemic. With theaters closing and theme parks facing restrictions, the company noticed a significant shift toward streaming content as families have to stay at home. To navigate this shift, Disney decided to try extensive market research and consumer feedback, revealing a growing demand for viewing.

This strategy created the rapid launch of Disney+, allowing the company to offer its beloved content directly to viewers. The acquisition of 21st Century Fox further enhanced Disney’s library, giving it a wealth of material to attract subscribers. Disney recognizes the need for agility, Disney also restructured its operations into focused segments like Disney Entertainment and ESPN. This data-driven approach not only helped Disney respond to immediate challenges but also positioned it for sustainable growth in the digital space, ensuring that it remains a favorite in a competitive entertainment landscape.

## Conclusion

The company relies on data-driven insights to assess market trends and consumer preferences, (Burbank, 2023). For instance, research indicated a surge in demand for streaming services during the pandemic, leading Disney to prioritize the launch of Disney+. This logical approach is supported by evidence from market analyses and subscriber growth projections, which guided strategic decisions. By combining analytical reasoning with creative input, Disney ensures that its initiatives are not only innovative but also grounded in solid data, enhancing the likelihood of success.

Disney’s diversification plan has proven to be successful, especially with the launch of Disney+. The platform attracted millions of subscribers, showcasing a strong demand for its vast collection of beloved content. This strategic change helped offset revenue losses from theme parks during the pandemic and positioned Disney as a serious contender in the competitive viewing market.

The company’s reorganization into focused business segments has also yielded positive results. By appointing dedicated leadership teams for Disney Entertainment, ESPN, and Disney Parks, Disney enhanced accountability and streamlined operations. This setup allowed the company to respond more nimbly to changing consumer preferences and market dynamics. Overall, Disney’s thoughtful approach to diversification, rooted in critical thinking and data-driven insights, has not only strengthened its brand but also ensured its continued relevance and growth in an ever-evolving entertainment world.

# References

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