



DISNEY

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1. ASSESS DISNEY'S DECISION TO BUILD A THEME PARK IN EUROPE, WAS IT A WISE ONE?

It was a good decision due to the fact that people in Europe had also grown old watching Disney Channel, Mickey and Minnie Mouse, etc. but all the parks were in other continents, if they wanted to attend one, they had to go to the US or to Japan, which was pretty expensive on that day, therefore all the possible European customers didn't have the accessibility to go to Disney.

I think it was a wise decision because they made accessible to a wider range of people the Disney Experience.

MACRO ENVIRONMENT: PESTLE

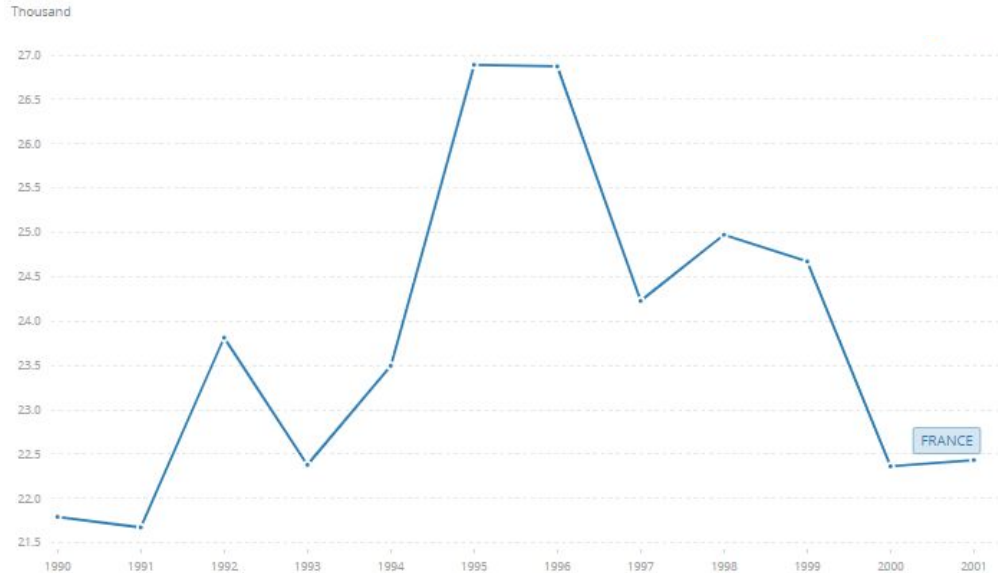
Political and Legal: While this area was well-managed by the company, getting agreements with the institutions the following variables weren't as well managed.



MACRO ENVIRONMENT: PESTLE

Economical: One of the key variables which affected the theme park. At that time, a new crisis was forming in the economy, affecting the revenue of all. On top of that, a good hint about this situation was the failure of three other theme parks which opened during those previous years.

In respect with the other values, this one was the only one which was difficult to predict.



MACRO ENVIRONMENT: PESTLE

Social: While the political was something solved, the social impact, specially the opinion of french people was not a solve problem at all. Some examples are the 9 different point made on the video.

All these problems could have been managed by mainly asking the french people, something which they say in the video.

Issues Before Opening Day

- 1. Demanding English-Only Meetings*
- 2. Offensive Employee Guidelines*
- 3. The Failures of Other French Parks*
- 4. High Stakes*
- 5. Waning Confidence of French Government*
- 6. Increased Protests*
- 7. Concerns from Locals*
- 8. Banning Wine*
- 9. Problematic Naming*

MACRO ENVIRONMENT: PESTLE

Technological: While other factors affect considerably in the theme park the technological part only affects in one area, the discovery area, which theme goes about the future, something which its fast pace is difficult to cope with. In the end leaving this area outdated partly.

This problem was partly solved by changing the usual theme of futuristic rides to creativity of the creator, something which partly they acknowledge in advance



MACRO ENVIRONMENT: PESTLE

Environmental: The main concern in this matter was the amount of greenland that the theme park was taking out, something which created more friction with the french society and public.



CUSTOMERS

The park was done based on american culture, and some aspects like prices or communication was not correct for europeans.

Also, they considered Europe like just one big culture, and didn't take into account the difference between the countries, and in consequences, there did not adapt their offer.

If EuroDisney would have done a better market research, they could knew that.



EMPLOYEES

The human resources department put their employees in a hard situation letting them work with many difficulties. This problem was 100% avoidable if the responsables would have done their work better.



COMPETITORS

The competition was very hard in Europe in these years with a lot of events taking place in cities near EuroDisney.

This is a problem that managers could know.



3. WHY WAS EURODISNEY FACING ALL THESE PROBLEMS?

The people responsible of implementing Disney in France did a bad job with the marketing and the administration of the park. They conceive Europe as one general market instead of many individual countries, as the reality suggests. The board of Directors of Disney were too confident on their succeed in Europe, but the true is that they even decided a problematic name, "Euro"Disney. In conclusion, there were too many planning problems and not a lot of attention in the important details of a good international Marketing.



ADAPTABILITY OF DISNEY TO EUROPE

Things that adapted perfectly to Europe

- Strategies undertaken for the political acceptance
- The space ride which had total success in other countries
- Some areas which also were applied in other countries were successful here as well

Things which needed to be changed so they could adapt

- Mainly cultural gaps like the ones expressed in slide 5
- Price which were based in the US and Japan market
- Labor conditions, while employees are more protected in the eu, they were treated with conditions applied in the us