







#	STRENGTHS (+)	
1	Disney involves in various segments and has a wide range of business fields.	
2	Disney is a well known, easily recognizable brand worldwide.	
3	It can be adapted to the new technologies like Disney +, vr experiences.	
4	It is a global company which has involved into different countries all around the world.	
5	Disney has a rich library of intellectual property like famous characters, rich contents, franchising.	
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#	OPPORTUNITIES (+)	
1	There is a raising trend over AI and Machine Learning.	
2	Digital streaming becomes more popular offers opportunities for Disney +	
3	Has a potential for extending its franchise business.	
4	Raising interest for entertainment content and theme parks in emerging countries	
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#	WEAKNESSES (-)	
1	Gaining most of its revenue depends heavily on success of its few products.	
2	Theme parks vulnerable to natural disasters or political stability	
3	Production of movies and maintaining theme parks cost high	
4	Most of its area of interests has giant companies to compete with.	
5	Changes in consumer preferences may have negative impact.	
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#	THREATS (-)	
1	Change in regulations may endanger its current position.	
2	Global recessions, natural disasters, wars can harm entertainment business.	
3	Both giant competitors and new start ups may change the tendency of the people.	
4	New trends, products and services may disrupt Disney's business.	
5	Consumer behaviours and tendencies may change over the time.	
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