

Case Study: The Disney Store

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Question one: Fashion clothing industry competitiveness

Some of which makes Disney so internationally popular is its diversity in entertainment and mass media. Disney uses a generic strategy for a competitive advantage. With this strategy, these three segments are continuing to thrive: consumer products, media networks and studio entertainment.

Because Disney has a basic strategy they use product differentiation to compete by making its products different from its competitors. According to Michael Porter's model this strategy involves special products offered to quite a few market segments. "... the corporation's intensive strategies for growth are focused on developing new products that suit global market trends" (Williams, 2019). One can say Disney uses psychographics and behavior to figure out what kind of products they need to sell to meet consumer needs. Disney clearly does not have a hard time finding new and creative ways to grow their brand. Their retailers have collaborated with franchises like Marvel and Star Wars just to bring products to growing fan bases.

Even with Disney's popularity in various industries it has never really perfected its retail stores. More recently, Disney has collaborated with Target. With this new venture, Disney retailers may have a chance to perfect its retail stores. According to Forbes, the collaboration will launch online at [Target.com/Disney](https://www.target.com/disney) and at twenty-five Target store locations coming October 2019. "Envisioned as a Disney shop-in-shop the selected Target stores will feature 450 toys, games, apparel, collectibles and accessories..." (Forbes, 2019). To enhance the Disney retail experience beyond the displays Disney uses interactive marketing to grab the attention of its consumers. Some of these include interactive display, special music and Instagrammable photo ops. Using these tools can help spread the word on what's new happening with Disney while keeping consumers excited with new experiences.

How does Disney successfully stay ahead of the competition? To compete with others, it uses merchandise licensing, publishing and retail business. “Based on independent surveys, it believes it’s the largest worldwide licensor of character based merchandise based on retail sales” (Neilson, 2019). Clothing, movies and television shows like Winnie the Pooh and Toy Story have helped make Disney a staple in kids’ childhood for years. “...results for the licensing and retail business are influenced by seasonal consumer purchasing behavior, consumer preference, levels of marketing and promotion...” (Neilson, 2019). Designers and retailers listen to how consumers respond to promotions and advertisements; even a new film can spark some excitement that will then affect purchasing behavior.

Being one of the biggest names in entertainment for children, Disney has reached levels of success managing strengths while addressing weaknesses, opportunities and threats. “Disney has a popular and strong brand, which is among the most recognizable in the world. Through this strength, the company presents itself as a decent and family oriented business suitable for all customers” (Brown, 2017). This helps manage the customer expectation which is usually positive and helps Disney’s reputation. Because it’s a well-known brand, they must be quality conscious; any news can turn into bad news.

Quality is often important for a toy company to be successful, parents aren’t going to want to buy toys or clothes from a brand that doesn’t meet the quality standard that they hope for. One opportunity that can lead to an even larger following would be if Disney collaborated with more franchises. More recently Disney and Marvel are working to bring merchandise to fans. This can lead to more collaborations in the future. Like any success business that’s spearheading against the competition there are some threats that can make it hard to hold the interest of the consumer. Things like video games and the internet are popular more recently and can distract kids from

playing with action figures and board games. With the help of research on consumer purchasing behavior and their new venture with Target, Disney is on the way to a perfect business model.

Disney Store	
Parent Company	Disney Consumer Products
Category	Toy Brands and Manufacturers
Sector	Media & Entertainment
Tagline/Slogan	Where dreams come true
USP	Manufacturer of Walt Disney franchises
Disney Top STP	
Segment	Collectible toys based on characters created by Walt Disney
Target Group	Kids and collectors of toys
Positioning	Bringing role models from reel to real
SWOT Analysis	
Strengths	<ul style="list-style-type: none"> • Biggest brand name in children entertainment
	<ul style="list-style-type: none"> • Has license to some of the most popular comic and movie franchises
	<ul style="list-style-type: none"> • Worldwide presence and one of the most trusted brands
Weaknesses	<ul style="list-style-type: none"> • Being a huge brand it must be quality conscious
	<ul style="list-style-type: none"> • Fake products easily available in the market leading to loss revenue
Opportunities	<ul style="list-style-type: none"> • Potential to tap into more franchises
	<ul style="list-style-type: none"> • Can leverage on the Walt Disney brand name
	<ul style="list-style-type: none"> • Can tap into more comic and movie franchises
Threats	<ul style="list-style-type: none"> • Video games
	<ul style="list-style-type: none"> • Internet
	<ul style="list-style-type: none"> • Other similar companies
Disney Toy Competitors	
Competitors	<ul style="list-style-type: none"> • Hasbro
	<ul style="list-style-type: none"> • Mattel