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Analysis of Walt Disney
Political Factors. The
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PESTEL analysis is a strategic tool to analyze the macro environment of the organization. PESTEL stands for - Political, Economic, Social, Technological, Environmental & Legal factors that impact the macro environment of The Walt Disney Company. The Walt Disney Company PESTEL & Environment Analysis Pestle Analysis of Walt Disney. It has the mission of providing entertainment to the world in an innovative way. The company has been working since eons

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The external forces such as opportunity and threats are more difficult to control, and the Walt Disney Company has to adopt and take advantage to those forces. (scribd.com, n.d.)

SWOT analysis 5.1 Strength. The Walt Disney Company's main strength is in its resources, its experience in the business, and its low-cost strategy.

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Walter Elias Disney's star on the Hollywood Walk of Fame. This SWOT analysis of The Walt Disney Company shows strengths, such as brand popularity, that support business competitiveness to exploit growth opportunities despite the company's weaknesses and threats in the entertainment, mass media, and amusement parks industries.

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