

DISNEYLAND EXPANSION PROGRAM

EXECUTIVE SUMMARY

The biggest problem facing the subset of the Walt Disney Company, Disney Parks is the newest expansion into China. The new Disney Park in Shanghai has been met with some complications of breaking into a new market. Taking this move into Mainland China is the “biggest step” the company has taken in a foreign market.



Building a Disneyland in China needed a bit of extra attention to detail by CEO Bob Iger. From testing out research to get the kinks out to the complexity of construction, Disney had to overcome some setbacks. This \$5.5+ billion project will be Bob Iger’s biggest legacy at Disney (Fritz, 2016).

Iger is making the correct changes to balance Disneyland standards with the Chinese populations desires.

BUILDING AND DESIGNING TO SETBACKS AND CHANGES

Bob Iger kept a close eye on the Disneyland Shanghai Project; he was constantly flying back and forth from China for a few months to oversee this project. During test runs researchers discover that audiences wanted more Disney Western treats inside the park like turkey legs, pizza and corn dogs. Whilst doing test runs Disney discovered some minor issues that will be easily fixed to better the park experience. “I haven’t seen one false note besides too many people sitting in the shade”(Fritz, 2016). So they scrambled to add more seating in the shade.

The long lines are a bit of a hindrance like the “Pirates of the Caribbean” ride line being about three hours. People seem to be running towards the popular rides as soon as the park opens. Also due to people wanting to take a bunch of pictures, loading and unloading rides is taking longer than necessary. Disney is already thinking about expansion to hopefully decrease lines (Fritz, 2016). Disney’s Imagineers (theme park designers) are developing new ride technology to blow audiences away.

However with the Imagineers’ design complexity a few speed bumps were hit. Disney has learned that the Chinese construction industry was not quite prepared for the intricate nature of Disneyland Shanghai’s construction. Disney overestimated the ability for the Chinese construction industry to understand how difficult this build will be so construction took more time and more supervision (Fritz, 2016).

DISNEYLAND SHANGHAI

Disneyland Shanghai's process of coming to life was a long, expensive and rewarding project. From new technology to new rides this theme park investment will show new markets the magic of Disney. Breaking into this new market will be difficult task for Disney, but they can do it. Bringing the magic of Disney overseas to spread love and joy to the Asian market.

Top-level executives, business management and the creative team will use these documents. The briefing needs to be seen by advertising creative, business management, and Disney Imagineers as well as the construction team.

FOR MORE INFORMATION...

Disney News Today, (2015). *Disney Chairman and CEO Rober Iger Enters 'Broadcasting and Cable' Hall of Fame*. [image] Available at: <https://disneynewstoday.net/2015/10/page/2/> [Accessed 12 Dec. 2016].

Fritz, B. (2016) *Disney CEO: Lessons learned from Shanghai Disneyland*. Available at: <http://www.wsj.com/articles/disney-ceo-lessons-learned-from-shanghai-disneyland-1465768445> (Accessed: 8 December 2016).