Group Assignment BUS 610

Global Location Decision for New Disney Theme Park

study for a new theme park in Country Australia to open in 2030,

with phase 2 expansion in 2040. Next, develop a business plan to open and grow the park.

Your feasibility study should address the following issues:

Country Assessment

* Country Australia Assessment
* Summary SWOT analysis If available (write)
* Economic assessment, current and future prospects. (If available)
* Market potential. Demographics, income and expenditure.
* Top economic challenges/risks e.g. currency exchange risk, structural weakness
* Host country tourist attractions and their strategic relation to Disney theme park.(Write )
* Assessment of threat of cannibalization to Disney parks outside country X.(write)
* Host country openness to inward FDI(If available)
* Political stability & risks(If available)
* Business climate and ease of doing business.(If available)
* Infrastructure (see Global Competitiveness Index by WEA)(If available)
* Which infrastructure elements represent critical roadblocks?(If available)
* Tax environment(If available)
* Labor market quality/productivity(If available)
* Top business climate challenges for Disney(If available)
* Demographic profile in 2030.(If available)
* City/Urban profile of country.(If available)
* City/urban profile of target city.(If available)
* Demographic fit for Disney(If available)
* Age cohort analysis(If available)
* Ethnic/cultural sub segments(If available)
* Income and expenditure analysis(If available)
* Role of social class and fit with Disney park offerings(If available)
* Consumer Lifestyles & Trends(write)
* Leisure, recreation, and vacation behavior
* Shopping behavior
* Fashion trends
* Fit/awareness with Disney culture, stories and characters
* Transportation preferences and behaviors
* Celebrations & key holidays
* Technology, communications & media(If available)
* Media behavior & ICT(If available)
* How well does country X meet your critical host country site criteria?(write)