Marvel

Your Name (First M. Last)

Date

Marvel

**Introduction**

Strategic organizational assessment is required as an important aspect of the entire form of strategic planning. There is a need for proper and timely identification of different forms of functional strategies in an organizational setting to determine the actual performance of the company. The business organization that is selected for the strategic organizational assessment is Marvel Entertainment LLC. The corporate organization of Marvel Entertainment LLC is a well-known American entertainment company founded in 1998 and a wholly-owned subsidiary of The Walt Disney organization. Here the main focus is to critically evaluate the strategic positioning of the company of Marvel through the prospect of SWOT analysis and provide a necessary form of recommendations in case of Marvel.

**Discussion**

 It is worthy to critically assess different functional strategies of Marvel Company to determine about its corporate success. A comprehensive exploration of finance/accounting and technology perspectives of the company is essential to determine the potential areas of strengths and weaknesses to offer better practical implications for the future.

**Functional Strategies of Finance/Accounting and technology of Marvel**

 When it comes to the main financial goals set by the management of the company than maximization of earnings and increasing cash flows are basic perspectives. The particular approach of equity financing strategy is mostly considered in Marvel concerning the idea of diversification. Strong financial position and the popularity of the company’s brands are major prospects that play roles in the entire scenario of the development of functional strategies of finance and technology. Exploration of the weak areas relevant to the functional strategies for finance and technology is also essential to propose a realistic line of action. The idea of financial stability and consideration of technological advancement involves a huge form of capital investment (Reiss, 2010). Assessment of the functional strategies reveals that there is a need for offering an immense form of capital to ensure better forms of accounting and technological domains.

 The complex issue of management of dividends is another major concern in the form of functional strategies of Marvel Company. The approach of technology advancement through the idea of research and development is significantly considered by the management of Marvel Company. A suitable form of strategic decisions is adopted by the management to acquire the effective domain of creative talent and utilize it for profit maximization (Calandro, 2010). The approach of functional strategy for the area of technology can further expand through the investment of the required capital level. There is a need for offering proper alignment between the financial and technological paradigms adopted by the organization of Marvel.

**SWOT Analysis for Marvel Entertainment Company**

 The approach of detailed company analysis in the form of SWOT analysis helps to determine the actual business positioning of the business. This form of exploration is helpful to determine the strategic perspective of the organization and what can do further to achieve organizational target business expansion. The perspective of SWOT analysis helps to determine the strengths, weaknesses, opportunities, and threats for the company of Marvel. The paradigm of SWOT analysis can use to identify different and crucial external and internal factors. The broader domain of internal factors linked with the features of strengths and weaknesses whereas the exploration of opportunities and threats for the organization involves the exploration of external factors.

**SWOT Analysis for Marvel Company**

|  |  |
| --- | --- |
| StrengthsStrong financial positionOffering successful productsGreat Market share | WeaknessesUnstable team managementGlobal positioningThe low range of self-producing films |
| OpportunitiesCurrent customer trendsEstablishing Marvel Theme Parks | ThreatsIncreasing competition level  |

**Strengths of Marvel Company**

 Strong financial position is established as the major strength of the company that can be utilized to expand its business functions at an extensive level. Another strength of the company is reflected as its consideration of a wide range of successful and popular products for the customers. The company of Marvel have the option to attract a high range of customers through its strength of great market share.

**Weaknesses of Marvel Company**

 Unstable team management and weak legal experience are two major weaknesses considering the overall business form of the company of Marvel. It is observed that there is need of offering some consistent and long-lasting strategic domains to achieve organizational targets of performance (Graham, 2016). The organization of Marvel is also facing challenges in the form of weakness for the areas of global positioning and proposing more self-producing films in the target markets.

**Opportunities for Marvel Company**

 Current customer trend of superheroes sequels is one great opportunity for the company of Marvel Entertainment LLC to propose advance programs of business expansion. The management of the company of Marvel has great option to produce more movies based on the approach of different characters. Construction of Marvel Theme Park is another major opportunity for the organization to attain better outcomes from the global business market.

**Threats for Marvel Company**

 Exploration of potential threats is also essential to develop better functional strategic domains. Increasing competition in the market is the main threat to the company that requires immediate focus.

**Conclusion**

 To conclude the critical discussion about the functional strategic perspective for the organization of Marvel, it is important to mention that Marvel Entertainment LLC has great potential to excel in the potential market by focusing the strategic domains of financial and technological perspective. It is vital for the company to adopt better practical measures to enhance its market share.

**Recommendations**

* It is suggested for the company to focus on the R&D department to deliver better forms of product to the customers.
* Application of the innovative idea in future projects is essential to attain and sustain a huge share of the market.
* Continuous improvement in the form of movie making techniques and technological advancements are mandatory aspects to compete in the industry of entertainment.

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