

Euro Disneyland

This week you were introduced to several decision-making tools in the course content. Using the Decision Matrix Analysis along with the Decision Matrix Analysis video, make the following decisions relative to the case study about *Euro Disneyland* (p. 262):

The first section of your paper should be an explanation of this process and how you decided on each of the factors in the matrix.

- List all of the cultural challenges posed by Disney's expansion into Europe. (Side of matrix.)
- Next, list the variables that influenced these challenges. (Top of matrix.)

- Decide on a score (1-5) for each of these challenges according to the relative importance of the factors. Multiply each of these scores by 2 to find the weighted scores for each option/factor combination.

Next, respond to the following questions in the rest of your essay:

- Using Hofstede's four cultural dimensions as a point of reference noted in the case, what are some of the main cultural differences between the United States and France?
- In managing its Euro Disneyland operations, what are three mistakes that the company made? Explain your response with examples.

- As a conclusion, reflect on your overall thoughts on this case.

Your well-written paper should meet the following requirements:

- Be 5-6 pages in length, which does not include the title page, abstract, or required reference page, which are never a part of the content minimum requirements.
- Use Saudi Electronic University academic writing standards and APA style guidelines.
- Support your submission with course material concepts, principles, and theories from the textbook and **at least two scholarly, peer-reviewed journal**

articles.

Textbook:

Luthans, F., & Doh, J. P. (2021)

International management: Culture,
strategy, and behavior (11th ed.)

McGraw-Hill Education, New York, NY ISBN
978-1260260472