**IFE Matrix for Walt Disney**

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| **Weaknesses** | **Weight** | **Rating** | **Weighted Score** |
| Continuous need for successful creative material | 0.15 | 1 | 0.15 |
| Increasing cost of operation | 0.05 | 1 | 0.05 |
| Lack of developmental property | 0.02 | 2 | 0.04 |
| Lagging consumer products revenue | 0.04 | 1 | 0.04 |
| Management inefficiency caused by diverse product portfolio | 0.02 | 2 | 0.04 |
| Studio Entertainment Return on Investment | 0.03 | 2 | 0.06 |
| No Written Vision or Mission Statement | 0.05 | 2 | 0.1 |
| Total | 0.36 |  | 0.48 |

What strategies would allow Disney to improve upon its major weaknesses? How do you impact it? Why?