



Disney Sourcing & Procurement (S&P)

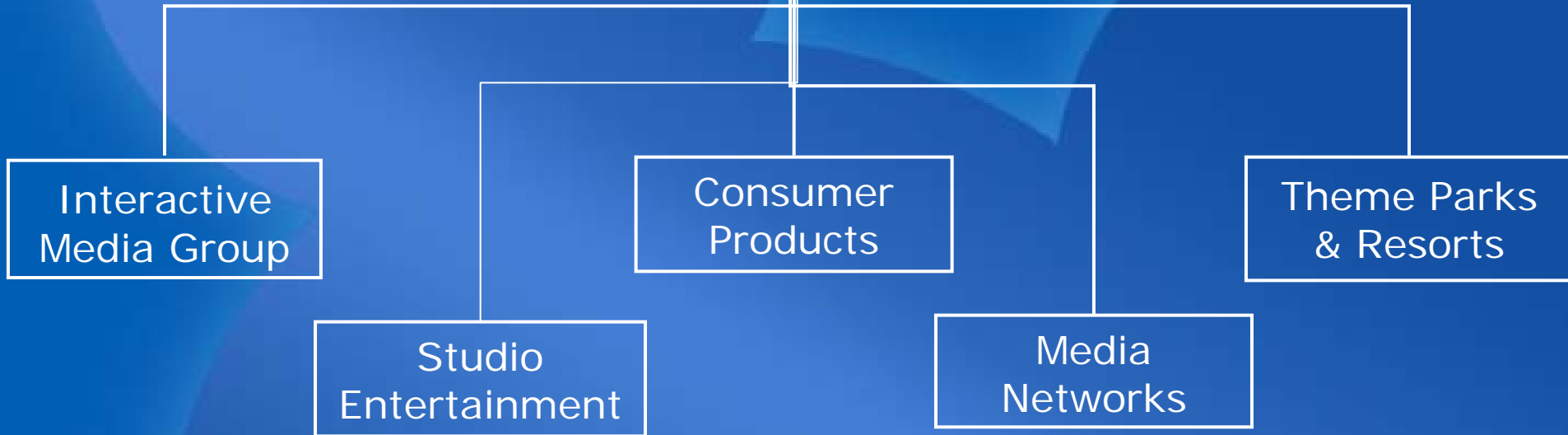
What should you know about doing business with The Disneyland Resort and other Disney Business Units?



Disney's Organizational Goals

- **Creativity and innovation to differentiate our content, products, and experiences**
- **Driving our brands and business across global markets**
- **The application of technology to enhance our content and expand its distribution**

The WALT DISNEY Company



The WALT DISNEY Company

Interactive
Media Group

Studio
Entertainment

Media
Networks

Consumer
Products

Theme
Parks &
Resorts

- Domestic Parks
- International Parks
- Disney Cruise Line
- Adventures by Disney
- **Imagineering**
- Disney Vacation Club

- Merchandise
- Food & Beverage
- MRO
- FF&E
- Construction Materials
- Printed Materials
- Hotel Operating Supplies

Disney Sourcing & Procurement (S&P)

Key areas of focus for Disney Sourcing & Procurement

- Consistent Quality & Compliance with Specifications
- On-Time Delivery
- Competitive Pricing/Total Cost profile
- Strong Project Management/Customer Service skills
- Ability to customize products and/or services
- Ability to work in a dynamic environment that operates 365 days per year
- Previous experience doing business with companies in like markets
- eCommerce Capabilities (eBuy, eAuction, etc.)
- Open, honest communication

The Walt Disney Co. Sourcing Process



<ul style="list-style-type: none"> ■ Opportunity Assessment ■ Project ID & Plan ■ Current Relationships ■ Internet Search ■ Minority/Women Business Organizations 	<ul style="list-style-type: none"> ■ Projects Identified <ul style="list-style-type: none"> ➢ AOP/Budget ➢ New Project ➢ Contract Expiration ➢ Team Established ■ Market Analysis ■ Scope of Work Development ■ Issue NDA(s) 	<ul style="list-style-type: none"> ■ Potential Supplier Review w/ Stakeholder ■ Potential Suppliers Included in eRFI ■ eRFI Response Evaluation ■ eRFP Issued to Qualified Potential Suppliers ■ eRFP Responses Evaluated by for Overall Value 	<ul style="list-style-type: none"> ■ Supplier Shortlist Invited for Further Negotiation ■ Value Engineering Opportunities Identified ■ Contract Development ■ Implementation Plan 	<ul style="list-style-type: none"> ■ Business Awarded to Supplier Deemed to Provide Highest Value Proposition ■ Feedback to unsuccessful bidders ■ Development of Supplier Performance Scorecard ■ Ongoing Identification of Value Creation
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Disney Sourcing & Procurement

Sourcing Process Details

- Disney is a hands-on, relationship oriented company that encourages on-going communication
- Prospective partners should understand that it takes time to develop a relationship with Disney
- During the RFI/RFP process, information must be submitted detailing commodity or service expertise, union/non-union status, insurance, bonding, product list, references, etc.
- An assessment of financial viability is performed on most potential suppliers
- Generally, successful bidders have developed a true understanding of Disney requirements and have tailored their offerings to match these requirements

Disney Sourcing & Procurement Supplier Selection

Where do you fit in with Disney requirements?

- Large, Global Suppliers
- National Suppliers
- Regional Suppliers
- Local Suppliers

Disney Sourcing Approach: “Go to market globally, act locally”

Disney Sourcing & Procurement Special Considerations

Compliance with Disney Code of Conduct for Manufacturers

- Child Labor
- Involuntary Labor
- Health & Safety
- Protection of the Environment
- Subcontracting
- Compliance with other laws, etc.

Disney Sourcing & Procurement

Current / Future Sourcing Activities

- Disneyland Hotel Upgrades
- Disney Cruise Line West Coast Deployment
- MRO - Power Transmission
- Multi-Cultural Marketing & CMR
- Guest and Cast Transportation
- Ongoing Entertainment Offerings
- Environmentality / Sustainability Support

Disneyland Hotel Upgrades



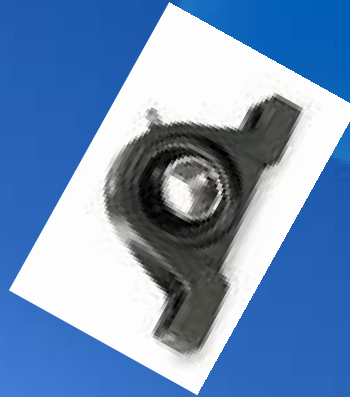
With a nod to the iconic original park signage, “Disneyland” will be spelled out atop the pool’s platform

Disney Cruise Line West Coast Deployment



The *Disney Wonder* to set sail from
the Port of Los Angeles in 2011

MRO – Power Transmission



Motors, belts, gears, bearings, etc. – including repair services

Multi-Cultural Marketing & CMR



Using technology to organize and synchronize our efforts in managing and nurturing our Guests' experience

Guest/Cast Transportation



Bus & Shuttle transportation for both Guests and Cast Members to and from remote parking locations.

Ongoing Entertainment Offerings



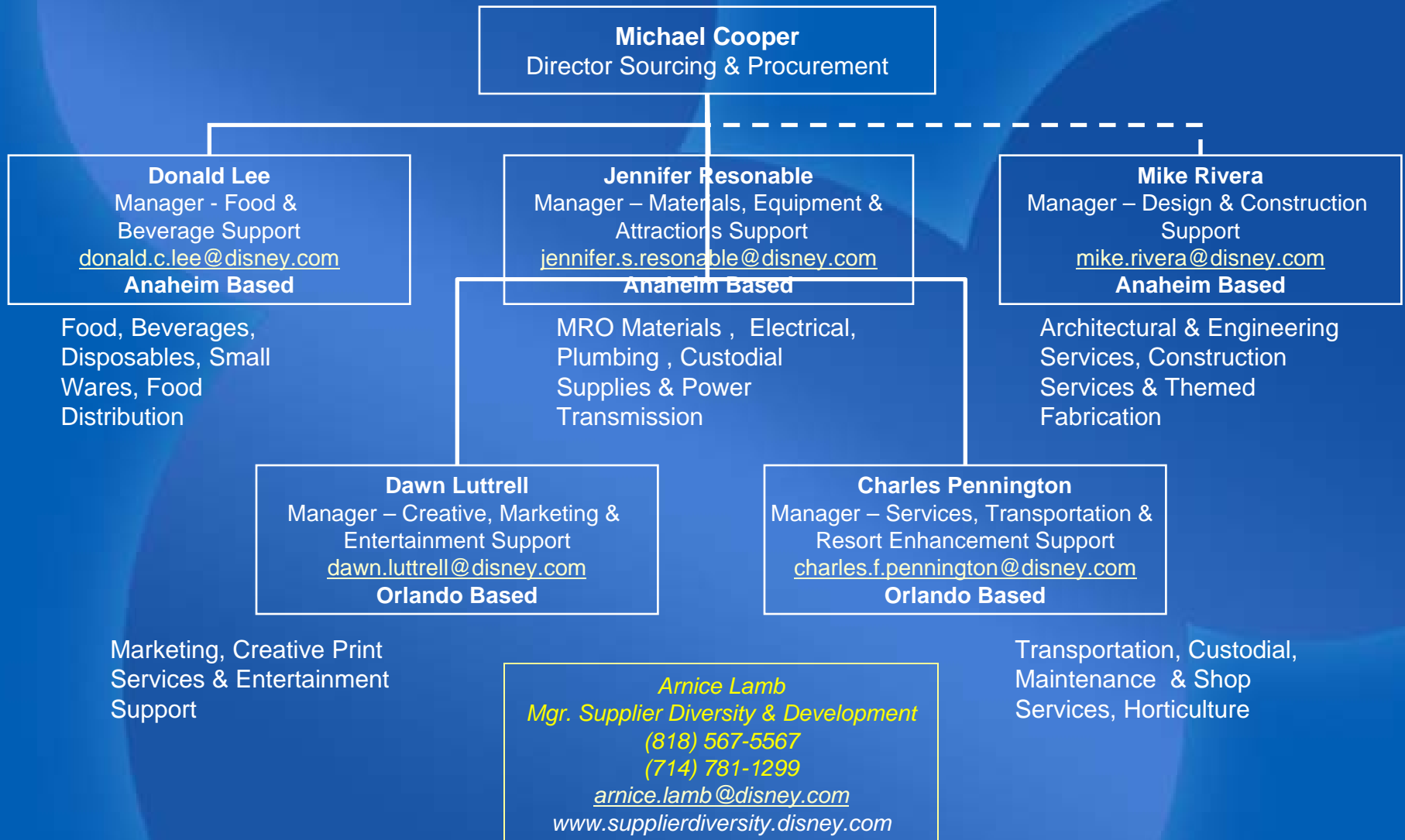
ElecTRONica is *the* place to dance the night away in a fantastic world that only Disney can create

Environmentality / Sustainability Support



The trains at Disneyland now run on biodiesel made with cooking oil from the resort's restaurants and hotels.

Disneyland Resort Sourcing & Procurement Contacts



Walt Disney Imagineering Procurement Contacts

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