

Analysis on How the Enterprise's Strategic Deployment and Innovation Management Effectively Expand Profits

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Abstract: There is a causal relationship between an enterprise's innovation management and the enterprise's strategic deployment. Only with enough excellent innovative technologies, effective management of new technologies, and presupposition of development routes, can an enterprise have long-term plans and deployments and constantly improve the details. The ultimate income will be to maximize the interests of the enterprise. This paper uses data survey and analysis to point out the correlation between profit expansion and resource innovation and strategic deployment by studying the profits and benefits that enterprises get from innovation management and strategic deployment (such as Disney and Alipay). The study concludes that the effective management of innovative technologies can help companies develop steadily, stabilize internal factors, focus on long-term benefits, and eliminate risks from social, political, cultural, economic, and other destabilizing factors.

Keywords: research and development of innovative technologies, effective innovation management, steady and sustainable development, profit expansion, strategic deployment

1. Introduction

From small private studios to large social states, technological innovation and management will always be at the core of development. An enterprise cannot develop without creating new technologies, introducing and managing new resources, and making long-term strategic deployment so as to obtain maximum benefits [1]. The innovative design of Disney Park has brought Disney an annual profit of about \$6.8 billion, and Alipay's online platform has generated annual revenue of about \$10 billion. These cannot be achieved without effective management and long-term strategic deployment. The development of China's innovation management theory research is to introduce and digest new theoretical knowledge from foreign countries, then carry out local application expansion and later innovation [2], and finally develop the planned deployment of the 14th Five-Year Plan, so that China's ranking in the 2022 Global Innovation Index Report released by the World Intellectual Property Organization continues to rise [3]. In order to popularize the knowledge of management plans and strategic deployment of innovative design, this paper takes Disney Park and Alipay as cases and, through data statistics, analyzes how Disney's innovative concept of "breaking the dimension" and its effective management of innovative concepts have a potential impact on minors without any trace, so as to take an indispensable contribution to the company's future sustainable and long-term development. In addition, there is Alipay's innovative concept of an "open platform for digital life", as well as its strategic management and deployment, so that people can get rid of the physical means

of payment, such as cash and bank cards. The plan is to implement "one network, all assets". By concretizing the innovation management plan of Disney Park, Alipay, as well as the operation of huge profits brought by strategic deployment, and analyzing the influence on the long-term development of this behavior, this paper is helpful to other enterprises to sort out and study the knowledge of strategic deployment and innovation management. It can also let companies know how to effectively manage innovation resources and recognize the essential relationship between corporate profit expansion and innovation management and strategic deployment.

2. Long-Term Strategic Deployment of Disney Parks

Disney Park is a theme park owned by the Walt Disney Company. It was officially completed in July 1955 by the founder of the Disney Company, Walt Disney. Its annual revenue is estimated at \$6.8 billion [4]. Its innovative plan is to create a Disney World that allows people to break down the dimensional barrier through the unmatched power of storytelling.

2.1. Formation of Long-Term Customers

To achieve this goal, Disney uses different aspects of its management plan. The first was to create a variety of attractive storylines through the popular "princess and prince story" through the company's publicity department's "image-building" policy to attract people's attention. The best reaction is among the underage group. Children are full of expectations for the plot and their parents and elders have to pay for this expectation. When these children grow up, they become not only "long-term customers" of the company, but also "sales staff" of the company due to the long-term indoctrination of Disney culture. Besides, they will also bring their children Disney stories and develop their children into Disney's "long-term customers". Now, in the 21st century, the world has entered a period of rapid development, and all kinds of high-tech products that only appeared in movies before are becoming reality through the efforts of all people. This is also the reason for parents to be away from home for long periods of time. In order to make up for their children's childhood, Disney story companionship in such times highlights its importance. This kind of companionship from an early age will lead children to see Disney stories as a normal part of their lives as they grow up. So, every time Disney releases new stories, new peripheral products, or entertainment, these people are actively involved. The formation of such long-term customers can be regarded as a long-term strategic deployment of Disney Company. They start from people's childhood and carry out a long-term potential influence, thus achieving the win-win strategic goal with those parents who cannot accompany their children at home due to long busy hours [5].

2.2. Strategic Layout of the Network World

In addition, as early as 1980, Disney Company carried out the strategic layout of the Internet world and rapidly expanded the reputation of the studio with more mature marketing content than the brand through the acquisition of enterprise departments. It developed rapidly in the film industry and derived the TV, radio, streaming media, theme park resorts, consumer goods, publishing, and international operation departments. Disney Media and Entertainment was finally established in December 2020 [6]. After two years of rapid growth, Disney turned the media and entertainment industry into the company's main source of revenue. As seen in Table 1 and Figure 1, in 2022, the revenue of this project exceeded 5.5 billion [7].

Table 1: Cash Flow of Disney in 2022.

Disney Annual Revenue(Millions of US \$)		Disney Quarterly Revenue(Millions of US \$)	
2022	\$82,722	2022/9/30	\$20,150.00
2021	\$67,418	2022/6/30	\$21,504.00
2020	\$65,388	2022/3/31	\$19,249.00
2019	\$69,607	2021/12/31	\$21,819.00
2018	\$59,434	2021/9/30	\$18,534.00
2017	\$55,137	2021/6/30	\$17,022.00
2016	\$55,632	2021/3/31	\$15,613.00
2015	\$52,465	2020/12/31	\$16,249.00
2014	\$48,813	2020/9/30	\$14,707.00
2013	\$45,041	2020/6/30	\$11,779.00
2012	\$42,278	2020/3/31	\$18,025.00
2011	\$40,893	2019/12/31	\$20,877.00
2010	\$38,063	2019/9/30	\$19,120.00

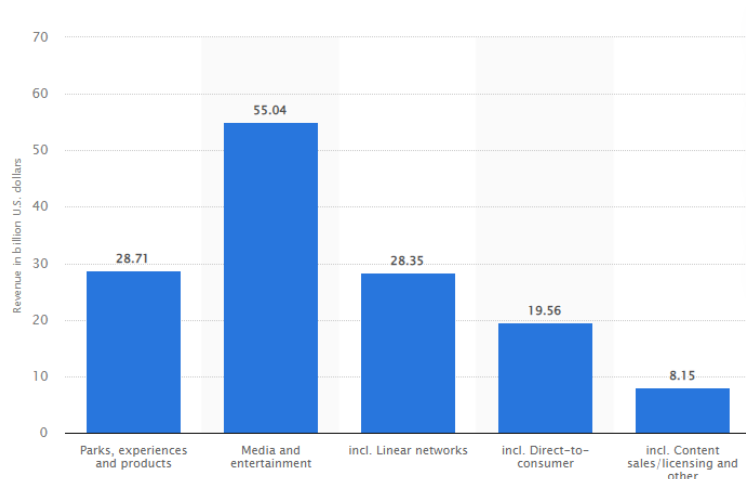


Figure 1: Revenue of the Walt Disney Company in the fiscal year 2022 [5].

As mentioned above, if a company intends to maintain a stable and sustained profit expansion, it needs to effectively manage innovative projects and make a general forecast according to social feedback, the trend of economic form, the degree of cultural expansion, and the pace of the progress of the times. In addition, the company should also focus on long-term interests and presuppose strategic goals within a specified time, not just about making more stories that people like.

3. Long-Term Strategic Deployment of Alipay

Alipay is a third-party payment service platform founded by Jack Ma in China on October 15, 2003. At first, Alipay was just a division of Alibaba Group's Taobao website. But now, it has become an independent third-party payment platform covering the whole Chinese mainland and is also one of the main payment methods for all Chinese people. It is even more popular than bank cards and cash. Early Alipay was just a protection software to solve the transaction security of Taobao. Before Taobao was spread to the whole of China, people lived in an era of "paying cash while getting the delivery". That is what the United States is trying to do right now. Dion Rabouin published a question "Why It's So Far Behind" via WSJ video on March 9, 2022, pointing out the advanced level of China's digital

trading platforms, affirming the strategic deployment of Alipay and other companies, and expressing his admiration for such innovative behavior [8]. People no longer need to carry around a sufficient amount of cash or bank cards. They can make payments only through a mobile phone connected to the Internet. This greatly reduces the risk of property loss and increases the security of personal wealth. It can be said that the success of this long-term strategic deployment is a kind of progress across the ages. Ant Group's long-term innovation management strategy can be divided into the following three parts, whose goal is to complete the transformation from payment tools to digital financial service systems [9].

3.1. Plan 1: Building Core Competitiveness

This plan is very successful. Through more than ten years of layout since 2004, it has now formed an independent digital payment system and three major platforms: microloan technology, finance technology, and insurance technology. In 2011, the company officially launched independent operations and submitted its listing plan in July 2020. According to a report from Sina Financial News, Alipay's development from a payment tool to a digital financial platform can be divided into three steps: 1. starting from payment tools, Alipay built a digital payment system (2004-2010); 2. it developed digital financial services and built Alibaba's financial map (2010-2017); 3. it accelerated globalization and strengthened the fintech platform (2017 to date). Taking the background of Alibaba as a supporting board, it lays a huge resource foundation for a long-term stable market [10].

3.2. Plan 2: Digital Payment

Banks, websites, and other payment channels are perfectly introduced into Alipay's digital wallet. It perfectly solves the problem that different merchants need different payment methods. Even more recently, the era of carrying a transit card on the subway has been transformed into carrying a mobile phone, which is perfect for all forms of payment. This has provided users with a free selection of the source of funds, as well as various ways of its collection, such as POS machines, QR codes, and web payment. It deepens users' behavioral insight and enhances users' stickiness [11].

3.3. Plan 3: Building a Digital Fintech Platform

People buy stocks and bonds and they no longer need to go to offline banks or specialized stock markets for funds, such as the New York Stock Exchange. This greatly saves people's travel costs, improves the degree of information circulation, and lets people more clearly and in real-time see the dynamics of their purchase of shares. In addition, the huge user data of Alipay helps financial institutions better evaluate customers' credit and allocate loans according to different credit ratings, which greatly reduces the two major risks faced by all financial institutions: adverse selection and moral hazard. This strategy greatly replaced the position of financial institutions (such as banks) and even exceeded the financial platform of banks for a time, so the government had to set up some limitations for Alipay to prevent it from displacing banks. Alipay has created new technologies (digital online trading platforms), effectively managed user data (huge database and network security protection), and set long-term strategic development (three major strategies) [12]. Along with the progress of the times, while making people's lives more convenient, Alipay has created a nearly unified digital empire.

4. Conclusion

The phrase "the first person to eat crabs" perfectly describes the benefits of being the first to create. Since the person dared to try and create the behavior of eating crabs, he or she can taste a delicacy.

As mentioned above, Disney Park intends to break the dimensional barrier and let all people have access to the characters they see on TV in real life, so as to carry out innovative development, research and development, and strategic deployment. The result was a Disney park with annual revenue of \$6.8 billion. Alipay's innovative technology of an "open platform for digital life" liberates people from carrying a large amount of cash or many bank cards. After introducing people to the culture of the digital economy platform, professional knowledge management in the financial field can be conducted. For instance, the knowledge of financial investment, stocks, bonds, etc. can be popularized, thereby getting more people to invest, buy bonds, and then take a certain amount of commission fee. Based on this concept of sustainable development, a company can become one of the world's top companies. However, in this paper, the research conducted on innovative technology and effective management mode is more suitable for large companies. Alipay is an affiliate of Alibaba Group and Disney Parks are the property of the Walt Disney Company. Only in the case of sufficient capital capacity, the company can start to carry out new technology research, acquisition, and professional knowledge management. It is too risky to buy and research new technologies without a certain amount of capital. If it fails, the result can be a huge debt for life.

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