

# Zoo as a Business

How does Colchester Zoo operate as a business?

Year 10-11

## Learning Outcomes:

At the end of the session:

- ✓ All pupils will know the mission statement of Colchester Zoo, and understand how the mission statement is used in managing and developing the Zoo
- ✓ Most pupils will understand how Colchester Zoo uses different methods to compete with other zoos and tourist attractions
- ✓ Some pupils will understand the different methods Colchester Zoo uses to ensure repeat visits and the manner in which they are used

## Session Outline:

The session starts with Colchester Zoo's mission, values, and financial matters, including costs, funding, and income. The link between attendance and revenue is explored, along with external factors via PEST analysis. Students will examine market segments and customer satisfaction, starting with a SWOT analysis and a review of seven customer service standards. The session also covers how market research, using primary and secondary data, ensures customer service. It concludes with a brief overview of Colchester Zoo's marketing strategies.



## Curriculum Links

Business

Tourism & Leisure

Customer Care

Marketing