

Zoo as a Business

How does Colchester Zoo operate as a business?

Post 16

Learning Outcomes:

At the end of the session:

- ✓ All pupils will know the mission statement of Colchester Zoo, as well as knowing it is a private business that receives no external funding
- ✓ Most pupils will understand how Colchester Zoo uses different methods to compete with other zoos and tourist attractions
- ✓ Some pupils will know the different methods Colchester Zoo uses to ensure repeat visits and the manner in which they are used

Session Outline:

The session begins 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 using PEST analysis. Students will then examine market segments, customer satisfaction, a SWOT analysis, and seven customer service standards. The session also covers market research, including primary and secondary data, and concludes with an overview of Colchester Zoo's marketing strategies.



Curriculum Links

Business

Tourism &
Leisure

Customer
Care

Marketing

COLCHESTER
ZOOLOGICAL
SOCIETY