education session

Zoo as a Business

How does Colchester Zoo operate as a business?

Year 7-9

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will know the mission statement of Colchester Zoo, and 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 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 statement and financial matters, including running costs, funding, and income. Students will learn how the zoo stays competitive by identifying rivals and developing competitive products. The session covers different departments, key roles, types of visitors, and attractions for each category. Market research, including primary and secondary data, will also be discussed. The session concludes with a brief overview of Colchester Zoo's marketing strategies, product life cycle, and advertising methods.



Curriculum Links

Business

Tourism & Leisure

Customer Care

Marketing

