

Zoo as a **Business**

How does Colchester Zoo operate as a business?

Years 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 by explaining Colchester Zoo's mission statement. Financial matters are introduced including running costs, funding, and income. The students will then find out how Colchester Zoo stays ahead of competition by identifying their competition and developing competitive products. The session then goes through the different departments, highlighting their key job roles. Following this, the session examines the different types of zoo visitors and what attracts each category to the Zoo. The session ends with Colchester Zoo's marketing strategies, focusing on the product life cycle and advertising.



Topic Links

[Business](#)

[Tourism & Leisure](#)

[Customer Care](#)

[Marketing](#)