

# 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 by explaining Colchester Zoo's mission statement and values. Financial matters are introduced including running costs, funding, and income. The link between attendance numbers and revenue is explored in-depth with specific examples. Potential impacts are examined through PEST analysis. Students then learn the specific customer geographic market segments and demographic market segments (who actually visits the zoo). The students will then find out how Colchester Zoo stays ahead of competition by identifying their competition and developing competitive products and pricing strategies. This is further explored through SWOT analysis leading into the process of new product development. 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](#)