

Zoo Business Operations

How does CZS operate as a business?

Year 10-11

Learning Outcomes:

At the end of the session:

- ✓ **All pupils** will know that the zoo operates as a visitor attractions and charity, including sources of income, mission statement, and business objectives
- ✓ **Most pupils** will understand the different methods used by CZS to promote, and price the products for specific customers
- ✓ **Some pupils** will understand how factors (such as seasonality, weather, visitor numbers, and external influences) affect CZS' business decisions

Session Outline:

The session begins by exploring CZS's mission as a charitable visitor attraction, before examining operating costs, sources of income and the relationship between visitor numbers and revenue. Students consider how seasonality, weather and other external factors influence business decisions. The session then explores customer segments and demographics, including how these can inform SWOT analysis and understanding competitors. Customer satisfaction, market research and the customer journey are explored in relation to attracting and retaining customers. The session Ends by examining different products and the marketing strategies used to promote them.



Curriculum Links

Business

Tourism &
Leisure

Customer
Care

Marketing
Mix