

Zoo Business Operations

How does CZS operate as a business?

Post 16

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 how factors (such as seasonality, weather, visitor numbers, and external influences) affect CZS' business decisions
- ✓ **Some pupils** will know how CZS uses products, pricing, and the customer experience to retain customers and grow our supporters

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, including through PESTLE analysis. The session then explores customer segments, demographics, needs and satisfaction through market research and customer data, alongside the customer journey, customer service standards, products and experiences.



Curriculum Links

Business

Tourism &
Leisure

Customer
Care