

Year 9 Business

Project during school closure Mar 2020



Name:

Form:

The Aims

The skills you will develop:

1. Research Skills
2. Interpretation of Data
3. Planning
4. Organisation
5. Analysing Ideas
6. Evaluating



The Scenario

You have been approached by Pleasure Wood Hills who have asked you to help them recover from their poor financial situation. They need to make a profit to secure their success for the future. The director of Pleasure Wood Hills has claimed the reason the park has suffered in the past is due to customers not returning and instead go to competitors.

They are considering moving to a new site and creating some new rides to attract new and existing customers.

They have given you the job to increase their profit by 10% next year.

It's up to you how you do it...



The Tasks

**REMEMBER ALL THE RESEARCH YOU DO IS TO FIND OUT
INFORMATION ABOUT TO HELP YOU RESDISGN A NEW PARK!!!**

Task 1 - Research

(i) What is the difference between primary and secondary research?

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(ii) Make a table which gives you some ideas about what primary and secondary you could do.

Primary Research	Secondary Research

(iii) Secondary Research - Conduct research into 3 other theme parks.

- a) What rides do they have?
- b) What restaurants do they have?
- c) How easy it to get to?
- d) How big is the park?
- e) Who are target audience?
- f) Where do they advertise?
- g) What are the prices of entry?
- h) Do they have loyalty schemes?
- i) Are they part of a larger group? E.g. Merlin Entertainment

Note: you could visit websites, watch videos, look at leaflets, read reviews.

(iv) Present your findings in the form of a mood board or poster.

(v) Consider relocating to a new site

a. Use Google Earth to find a suitable site

- i. It should be near a main road for easy access
- ii. It needs to be big enough to accommodate all the rides, amenities and car/coach parking
- iii. Screen shot your chosen site and say why you think this location is suitable

- (vi) Primary Research - Conduct an interview with someone who you know has been to a theme park.
 - a) What does the interview show?
 - b) What are the main findings?
 - c) How can this help you?

- (vii) Conduct a questionnaire on 20 people about a theme park they have recently visited and what they would like to see at a new theme park.
 - Think about:
 - Prices
 - Place
 - Product
 - Promotion

- (viii) Interpret the results you have found
 - i. Put your findings in a graph
 - ii. What do the graphs show?
 - iii. What does this mean for you who are designing a new park?

Task 2 - Develop Ideas

1. Create a large mind map of all the possible ideas you have found from your research
2. Think of a new name for your theme park
3. Design a logo for your theme park
4. Discuss in groups each idea
5. Highlight the 2 best ideas
6. Pick 2 ideas and do a cost/benefit analysis.

Idea	Costs	Benefits

7. Research theme park rides – create a table of 10 rides in order with best at the top.

Ride	Picture of the ride	Why it is in that place

8. Explain what idea you are choosing and why.
9. Create a 'Resources' table that lists all the resources you will need to get your park up and running. Think about:
 - a. Staff
 - b. Physical resources e.g. land, tills, posters, ride, desks

Resource	Cost	Quantity	Justification of why resource is needed

10. Present to the class in a PowerPoint presentation. Consider:

- a. The Theme Park Name
- b. Theme Park Logo
- c. Location of the theme park and reason for your choice
- d. The idea
- e. The audience
- f. The costs & benefits include profits that can be made
- g. Competitors
- h. Cost of resources
- i. Costs and types of tickets
- j. Design a ticket
 - i. Include barcode
 - ii. Price
 - iii. Date
 - iv. Include your theme park name and logo

Task 3 - Design Idea

1. Make a model
 - a. Design and draw a map of your theme park, include your theme park name and logo (look at maps that already exist)
 - b. Make 3D models of a new rides or create an animation using your chosen software of a new ride/s
 - c. Design a Poster advertising your theme park
 - i. Include location details
 - ii. Opening times
 - iii. Prices

Task 4 - Analyse Idea

- Peer assessment: Get 3 other people to look at your park and provide 3 ways your park could be improved.
- For each part of your park justify why you have designed it this way- relate to the research you have carried out

Task 5 - Evaluate Idea

<u>Idea</u>	<u>Strengths</u>	<u>Weaknesses</u>	<u>How your idea is better than other ideas</u>

Task 6 - Final Proposal

What is your final proposal? Why?

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Task 7 - Presentation

1. Create a presentation to include:
 - a. What was the task?
 - b. What research did you do?
 - c. What did the research show?
 - d. How did you use your research?
 - e. What 2 ideas did you decide between- why?
 - f. What are your design proposals?
 - i. Include your map
 - ii. Your ride design/model
 - iii. Your chosen new location
 - iv. Ticket designs and costs of tickets
 - v. Poster that promotes your theme park
 - g. Justify your proposal
 - h.* Question time for your audience to ask you questions on your presentation.