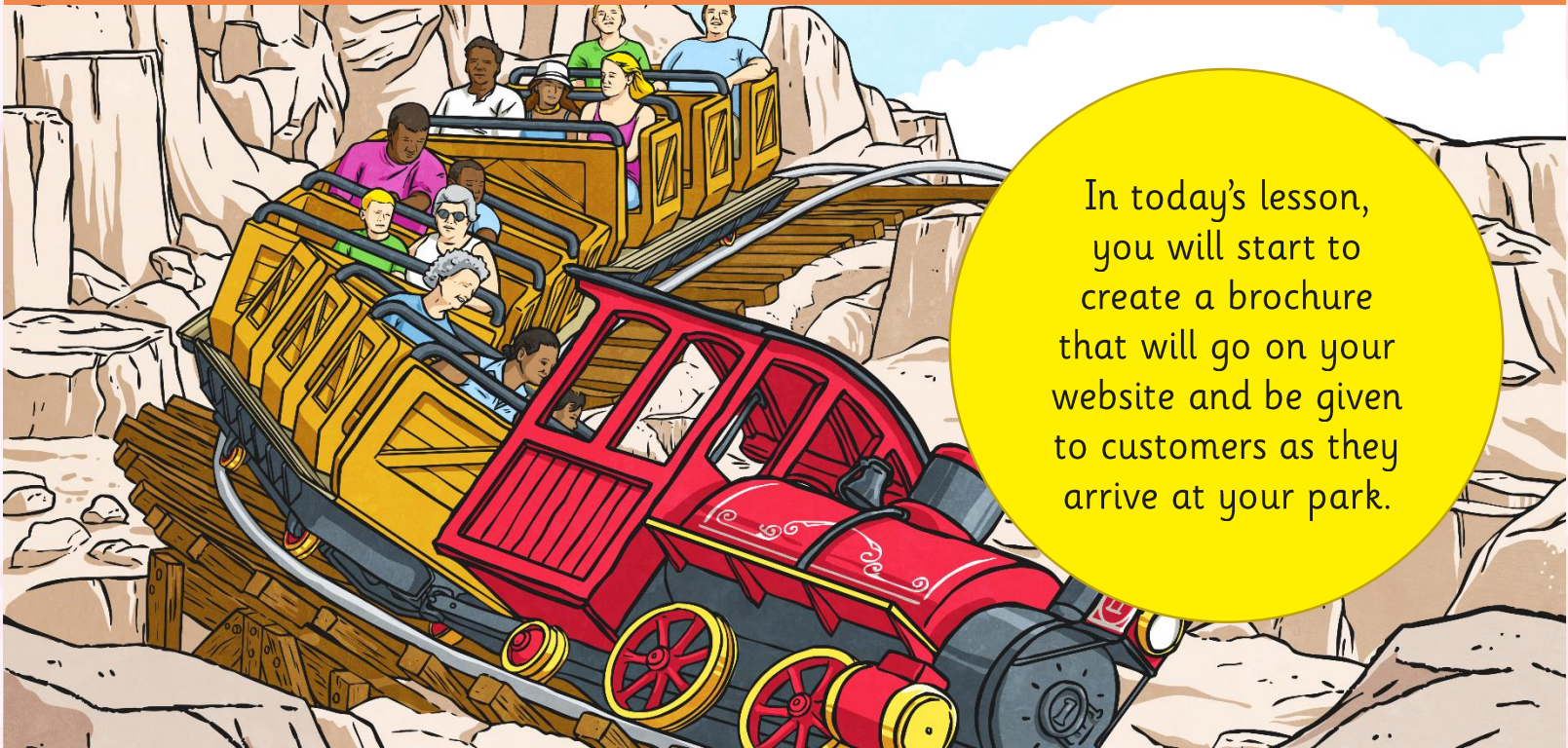




Theme Park Brochure

Now that you have decided on a theme park name, themed areas and the rides, attractions and amenities within your park, it's time to tell your customers about them in more detail.



In today's lesson, you will start to create a brochure that will go on your website and be given to customers as they arrive at your park.

Discussing Business Ideas: Brochure Content

What will need to go in your brochure?

How should it be written and illustrated?

What will a successful brochure do?

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting.

Give details of the rides, attractions and food outlets in each of your three park areas.

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Be bright, colourful and easy to read.

Look at some of the brochure examples on your tables. What do you notice?

Brochure Content: Front Cover

Your brochure should have at least four pages; a front cover and a page for each themed area of your park.

Look at this front cover.

What's been included?

What do you notice?

- Theme park name
- Alliteration
- Introducing new rides and attractions
- Rhetorical question
- Indication of target customer



Brochure Content: Themed Areas

Each of your further pages should be headed with the names you have chosen for your themed areas. Look at some of these examples.

What did you notice?

Adrenaline World



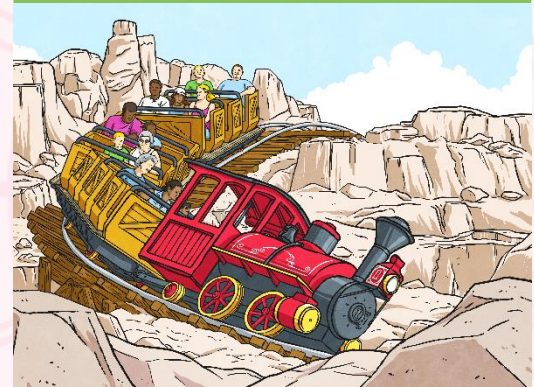
Are you brave enough to visit? Will you ever leave?

Kiddies Kingdom



Perfect for even the smallest thrill-seekers!

The Wicked Wild West



Yee Ha! A world of runaway mine trains, gold rush flumes and other Wild West fun!

Brochure Content: Rides and Attractions

You don't have to give details on every ride or attraction in your theme park, but your brochure pages need to introduce the main incentives for visiting each of your three areas.

- Think of exciting and intriguing names for some of your main rides and attractions. Do they relate to the themes of your park areas?
- Could you draw pictures of them?
- Do you want to introduce a rating system for each ride you discuss?

Ride Name:	The Rush
Thrill Factor * = Tame / ***** = Extreme!	***** You need to have nerves of steel to ride the Rush!
Suitable for:	Only suitable for adults and children aged 12+
Other Restrictions:	Do not ride if you suffer with any heart condition.



Brochure Content:

Food Outlets

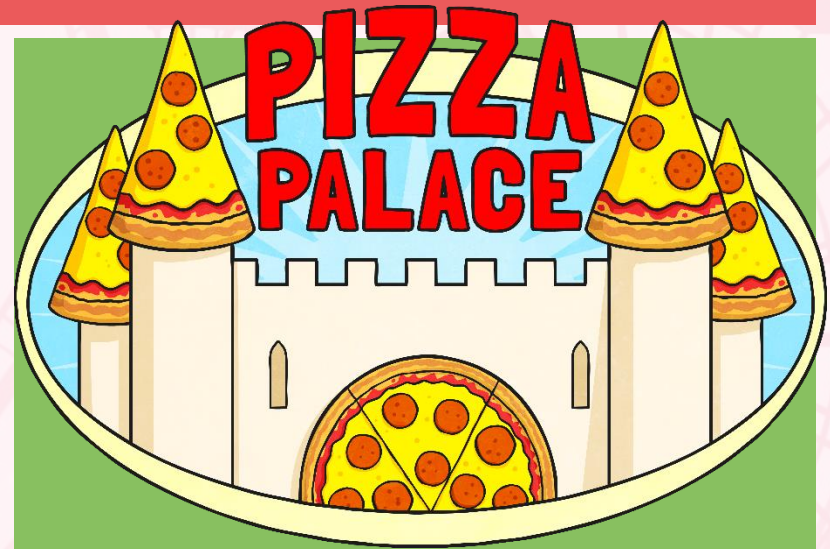
Give some details about the eating establishments available in each area. Hopefully, this will encourage your customers to eat there and therefore create more business income.

Pizza Palace

Why not stop for a quick bite to eat while visiting Kiddies Kingdom?

Try a delicious pepperoni supreme or a tantalising veggie special at the very reasonably priced pizza palace.

Family meal deals available!



What words and phrases have been used? Why?

Brochure: Get Designing!

Now it's time to get designing as a team.

Work collaboratively to make decisions and divide up the task so everyone has a job.

Remember the criteria for a successful brochure. Does your brochure:

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting?

Give details of the rides, attractions and foot outlets in each of your three park areas?

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Catch people's eyes by being bright, colourful and easy to read?

Reflection

Have you created a successful brochure?

Does your brochure:

Inform customers (and potential customers if they are looking at it on the website) what is available to do while visiting?

Give details of the rides, attractions and foot outlets in each of your three park areas?

Have an element of persuasion – if potential customers see it on the internet, will they be persuaded to visit?

Catch people's eyes by being bright, colourful and easy to read?




Theme Park



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Running Your Theme Park

Now that your loan has been approved, the building work on your theme park is well underway and your brochure is prepared, it's time to make some business decisions about costs and prices.



How much will it actually cost for your theme park to operate?

It's time to do some calculations...

Estimating Running Costs

To open your theme park on a daily basis, you and your business partners will incur certain costs.

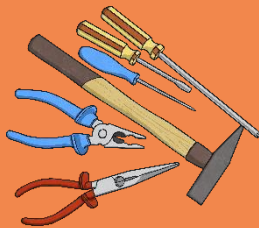
Can you think what these might be? What will you need to pay out for the business to operate?

Staffing



Paying people to work at the park.
Who might this include?

Maintenance Costs



Paying to keep all the rides and attractions safe and functional.

Electricity



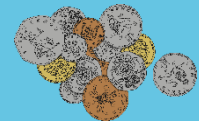
Paying to power your rides, attractions and amenities.

Stock for Food Outlets



Paying for the ingredients to make the food that you will sell.

Liability Insurance



Paying an insurance premium in case anyone gets hurt or injured while working or visiting the theme park.

Creating a Running Cost Estimate

You need to work out potential weekly running costs for the park and make sure you have enough money in your budget to cover at least two weeks of operating costs. Hopefully, after that time period, the business will start to make a profit and cover its own costs.

Different rides, attractions and amenities will all need to be covered by staff of different levels. The costs shown are per ride/amenity or attraction – you will need to work out how many of each you have in your theme park.

Maintenance and cleaning staff will need to be employed also to keep the theme park environment operational, clean and safe for your customers.

Other running costs will also be incurred on a daily basis. These costs are shown on your Running Costs Activity Sheet.



What Are Our Park Running Costs?

Look at the table on your Running Costs Activity Sheet.

Estimated Running Costs

Work out the estimated running costs for your theme park.

Type of Ride/Amenity/Attraction	Staffing Costs	Electricity, Maintenance, Repair or Other Costs	Numbers in Park	Total Cost
Thrill-seeker Ride	£800 a week	£300 a week		
Family Ride	£500 a week	£200 a week		
Water Ride	£500 a week	£150 a week		
Children's Ride	£300 a week	£100 a week		
Other Attractions	£200 a week	£50 a week		
Toilet Blocks	£100 a week for cleaning	£50 a week		
First Aid Booth	£400 a week	£50 a week		
Entrance Turnstile	£500 a week	£50 a week		
Food Outlets	£2000 a week	£2000 a week (to include ingredients and other stock)		
Other Park, Maintenance and Cleaning Costs	£4000 a week			
Liability Insurance	£10 000 a week			
	Overall Total:			

Remember: you will still need funds to invest in marketing your park once the build costs and two weeks of running costs are taken out of the business loan.

Reflection

How does your running cost estimate look?

How much of your remaining business loan budget will be needed over the first two weeks of operation?

What is your biggest outgoing expense? Why?

Do you need to reconsider the rides and attractions that you are building on your park? How much money is left to market your new business venture?

Challenge Question: What would be your running costs for a whole year?





Year 5/6 Project Pack: Theme Park

During this project, you will:

Develop your problem-solving and thinking skills.

Make decisions and choices.

Strengthen your ability to work collaboratively within a team.

Use a range of mathematical and literacy skills.

Have fun!



Making a Profit

Building work is now nearly finished and it's time to start making some big business decisions on your 'pricing structure' (the entry prices that you want to charge).

Now you know how much it will cost to run your park each week, you need to work out how much to charge your customers to enable you to make a profit.



It's time to do some more calculations...

Target Market

What kind of market is your theme park targeted at?

Do you expect most of your customers to be adults?

Do you think your theme park will attract people of all ages and families?

Is your park more suitable for younger children and their parents?



These factors will influence how much you charge your customers. You also need to think about your running costs.

Working Out a Pricing Structure

Think about your last task.

How much does it cost you to run your park for a week?

How would you work out your daily running costs?

You need to complete the Working Out Entrance Fees Activity Sheet and make some decisions about how much you'll charge your customers for park entry.

- Will you have one fixed price for everyone?
- Will children pay cheaper admission fees? At what age will a child be classed as an adult?

Working Out Entrance Fees
How much are you going to charge your customers to make a profit?

1 How much does it cost to open your park each day (daily running cost)? _____ (your weekly running cost ÷ 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people. Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost _____ ÷ 750 (estimated daily visitors) = _____

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

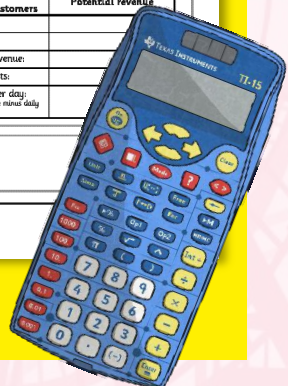
2 Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult: _____		
Cost per child: _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

Potential entrance fee 2	Number of predicted adult/child customers	Potential revenue
Cost per adult: _____		
Cost per child: _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

3 Final Entrance Fee Decision:

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Estimated Customers

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people. Add this figure to your sheet.

Let's work out how much each potential customer needs to pay just to cover your running costs.

Daily running cost _____ \div 750 = _____

So do we just charge your customers this price?



No! Your business needs to make a profit!

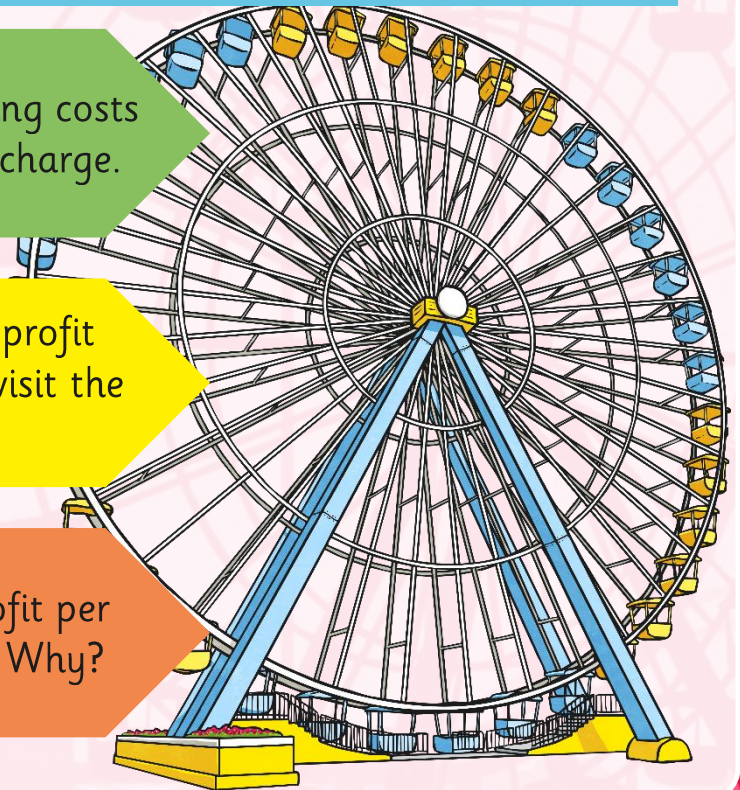
Profit Margins

The prices you charge your customers should earn you enough money to cover your running costs, but then any income made over and above that is called a **profit**.

A **profit margin** is the difference between the running costs that need covering (per customer) and the price you charge.

A **narrow profit margin** would give you a smaller profit per customer but potentially attract more people to visit the theme park. Why?

A **wider profit margin** would give you a larger profit per customer but may potentially put people off visiting. Why?



Competitors' Prices

Let's look at the prices other similar theme parks charge.

Who do you think their target customers are?

Grayton Manor

£29 per adult and child aged 12+

£21 per child (4-11)

Under 4s free

Kid's Kingdom

£19 per adult

£16 per child (2-6 years)

Under 2s free

Adrenaline World

£38 per adult and child aged 12+

£12 per child (0-11)

Many of our rides are not suitable for younger children.

Potential Profits

Now it's time to try out some potential entrance fee scenarios to see which one would give you the best profit.

Don't get too greedy – potential customers may not visit if prices are too high! Also, customers may not return if they do not get good value for money on their first visit.

Try out three different pricing structures on your sheets.

Then, make a final business decision about what you will charge.

All members of your group must agree.

Working Out Entrance Fees
How much are you going to charge your customers to make a profit?

1 How much does it cost to open your park each day (daily running cost)? _____ (your weekly running cost = 7)

After researching similar theme parks, we predict that for your first few weeks of trading, a sensible estimate for the number of daily visitors would be 750 people.
Let's work out how much each potential customer needs to pay to just cover your running costs:

Daily running cost _____ + 750
(estimated daily visitors) = _____

How many adults and children do you predict will visit each day?

Estimated Adult Customers	
Estimated Child Customers	

2 Now try out some potential entrance fees.

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

Potential entrance fee 1	Number of predicted adult/child customers	Potential revenue
Cost per adult _____		
Cost per child _____		
Total potential revenue:		
Daily running costs:		
Potential profit per day: (Total potential revenue minus daily running costs)		

3 Final Entrance Fee Decision:

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Estimating Types of Customers

Discuss with your business partners:

How many of the 750 predicted customers will be adults and how many children?

Are you targeting your theme park mainly at thrill-seeking adults with lots of thrill-seeker rides? If so, maybe a sensible customer prediction would be 700 adults and 50 children.

Or is your theme park mainly for children? So maybe there will be an equal number of adults and children (as children will have to come with a parent or guardian). So 375 adults and 375 children?

Discuss your predicted customer numbers and mark them on your sheet.

Reflection

What is the target market for your theme park?

How many adults and children do you predict will visit each day?

What are you going to charge adults and children to enter?

What daily profit will this give you?

Is this a realistic amount to charge? Is it too greedy?
How does it compare to your competitors prices?



