

Theme Park Project

The Brief

You have recently been granted planning and permission to build a theme park as the local council feel the attraction would bring income and jobs within the local area.

You have been granted a substantial business loan of £5 million for building and start-up costs.

Task 1

A potential name for your Theme Park

Your name may depend on your 'target market' (the main people you hope will visit your theme park).

Will your park just be for thrill-seeking adults? Will it be a place suitable for a family of all ages? Or are you just going to create an attraction for children?

Your theme park will need to have **three** separate and distinct areas.

Will these areas be '**themed**'?

Maybe you'll have an area relating to a country, a space themed area, a magical kingdom or a haunted region.

Or maybe the areas will be themed by the rides within them e.g. a thrill-seekers area full of rides for daredevils, a water world with only water rides where you'll receive a soaking, a children's world for under 8's only etc.

You need to budget for your build costs, but still leave at least £1 million in the bank for start-up and launch costs. You MUST NOT go over budget!

First Draft Plan: Planning Build Costs

Each group will be given a copy of a draft planning sheet. You'll need to work together to start to plan out your park and label your (initial) ideas. Remember:

Your park needs three distinct areas (so customers can walk between them and avoid becoming bored).

Each square on your map represents 50m². different rides, amenities and attractions take up different areas (but all need a 50m perimeter around them for health and safety reasons).

There must legally be certain amenities within the theme park.

Every square not filled must be paved (at a cost of £200 for every 50m²).



First Draft Plan: Children's Rides

Cheaper to build and maintain.

Only suitable for children aged 3-8 years (and their parent or guardians).

Cost to Build: £50 000

Area Taken Up: 100m²

Suitable For: All children aged 3-8 years

Colour on Map: yellow



First Draft Plan: Thrill-Seeker Rides

The most expensive rides to build, staff and run. Only suitable for your daredevil customers!

Cost to Build: £150 000

Area Taken Up: 300m²

Suitable For: All adults and children aged 12+

Colour on Map: red



First Draft Plan: Attractions

You have managed to strike an agreement with the developers to build other attractions at the bargain price of £20 000 each.

These attractions are suitable for all ages.

Cost to Build: £20 000

Area Taken Up: 100m²

Suitable For: All ages

Colour on Map: orange



Examples are: dodgems, amusements, fun house, bounding pillow etc.



First Draft Plan: Water Rides

Suitable for many customers aged 7+ Who feel like taking a splash!

Cost to Build: £100 000

Area Taken Up: 150m²

Suitable For: All adults and children aged 7+

Colour on Map: blue



First Draft Plan: Amenities

Some other amenities are essential within the park.

Cost to Build: £25 000

Area Taken Up: 100m²

Colour on Map: purple



Each of the three areas must have one eating establishment.

These can be family cafes, burger bars, pizza places, sandwich shops, ice cream parlours - whatever fits in with your themes.

These will hopefully help you to raise income for your business.



First Draft Plan: Family Rides

Quite expensive to build and run. Suitable for many potential customers aged 7+.

Cost to Build: £100 000

Area Taken Up: 200m²

Suitable For: All adults and children aged 7+

Colour on Map: green



First Draft Plan: Amenities

Some other amenities are essential within the park.

Cost to Build: £25 000

Area Taken Up: 100m²

Colour on Map: purple



Each of the three areas must have one toilet block.

There must be one first aid block somewhere on the park.

On the border of the park, there must be one entrance turnstile and ticket booth to admit your customers.



help create a clean, welcoming atmosphere.

Each bin costs £100. Mark these on your map with a small brown circle.

Each bench costs £100. Mark these on your map with a small pink circle.



Benches and bins can be within the 50m perimeter of rides, attractions and amenities.

As you go along, add your build costs to your budget sheet to keep a total of your spending. Don't go over-budget... remember you have £4 million!

Every pound you under-spend can go towards your big launch!

Are you within budget?


Type of Risk Intensity or Frequency	Price Each	Yield	Total Exposure or Payoff	Total Cost
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[illegible]

Top tip: Use a pencil and a scrap piece of paper to get your ideas together before writing on the design sheet.

Theme Park Ride Key

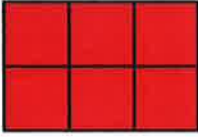
Remember: Each square of your map represents an area of 50m²



Thrillseeker Rides

Cost to build: £150 000
Colour on map: red


- take up an area of 300m²
- Are suitable for adults and children aged 12+




Children's Rides

Cost to build: £50 000
Colour on map: yellow



- Take up an area of 100m²
- Are suitable for all children aged 3+

Family Rides

Cost to build: £100 000
Colour on map: green



- Take up an area of 200m²
- Are suitable for all children aged 7+

Water Rides

Cost to build: £100 000
Colour on map: blue

- Take up an area of 150m²
- Are suitable for all children aged 7+





Attractions

Cost to build: £20 000
Colour on map: orange

Suitable For: all ages
Area: 100m²

Examples are: dodgems, amusements arcade, fun house, ghost train, bouncy castle etc.



Please note: Every area that is not taken up by a ride, amenity or attraction must be paved at a cost of £500 per 50m². Every ride, amenity or attraction must have a 50m² clear perimeter around it (apart from bins or benches).

Amenities

Cost to build: £25 000
Colour on map: purple
Area: 100m²

You must have one outlet that sells food in each area of the park. Some examples are:

- cafe
- fast food
- ice cream parlour
- sandwich bar



Toilet (must have one in every area of the park)

Entrance Turnstile (must have one on the outskirts of the park)

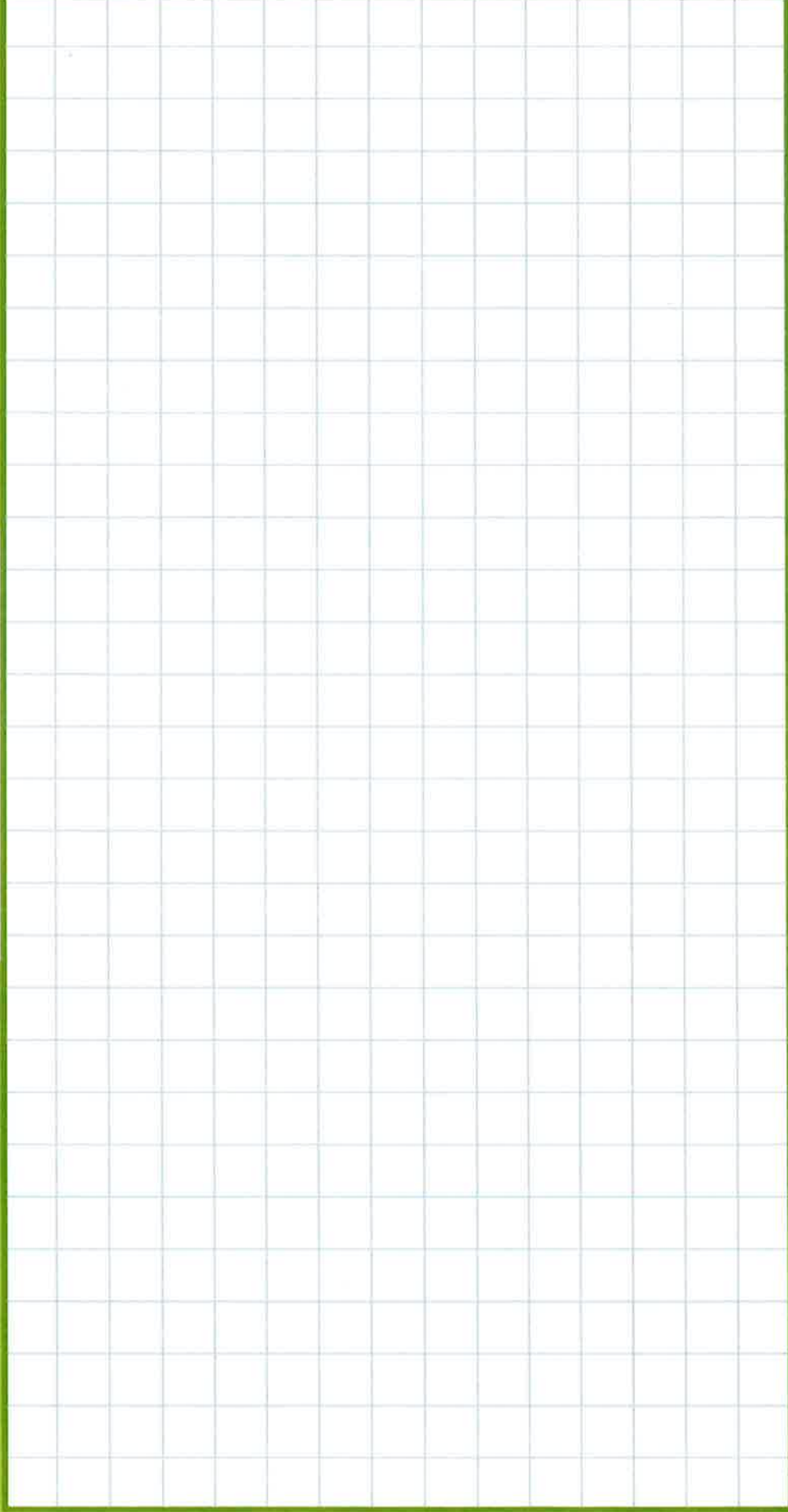
First-Aid Block (legally must have one somewhere in the park)

Bins: £100 (need 10)
Picnic Benches: £100 (need 20)



Our Theme Park: First Draft Plan

Each square represents an area of 50m²



Building a Budget

Keep a note of your spending as you create your first draft plan of your theme park. Add tally marks as you add to your plan and then total up your costs.

Are you within budget?

Type of Ride/ Amenity or Attraction	Price Each	Tally	Total Number on Park	Total Cost
Thrill-seeker Rides	£150 000			
Family Rides	£100 000			
Water Rides	£100 000			
Children's Rides	£50 000			
Attractions	£20 000			
Toilet Blocks	£25 000			
First Aid Booth	£25 000		1	£25 000
Eating Establishments	£25 000			
Entrance Turnstile	£25 000		1	£25 000
Bins	£100		10	£1000
Benches	£100		20	£2000
Paving	£500 (per 50m ²)			
			Total Spend:	
			Under Spend:	

Task 2: The Brochure

Now that you and your team 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. You will need to create a brochure that will go on your website and be given to customers as they arrive at your park.

The purpose of your brochure is to:

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.

You will need to include:

- 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.

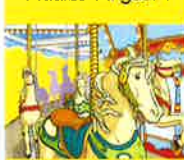
What did you notice?

Adrenaline World



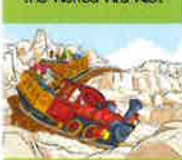
Are you brave enough to visit? Will you ever leave?

Kiddies Kingdom



Perfect for even the smallest thrill-seekers!

The Wild 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
First Ride	100m high roller coaster with 10 loops and 5 drops
Second Ride	Only roller coaster with 10 loops and 5 drops
Third Ride	Only roller coaster with 10 loops and 5 drops



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?

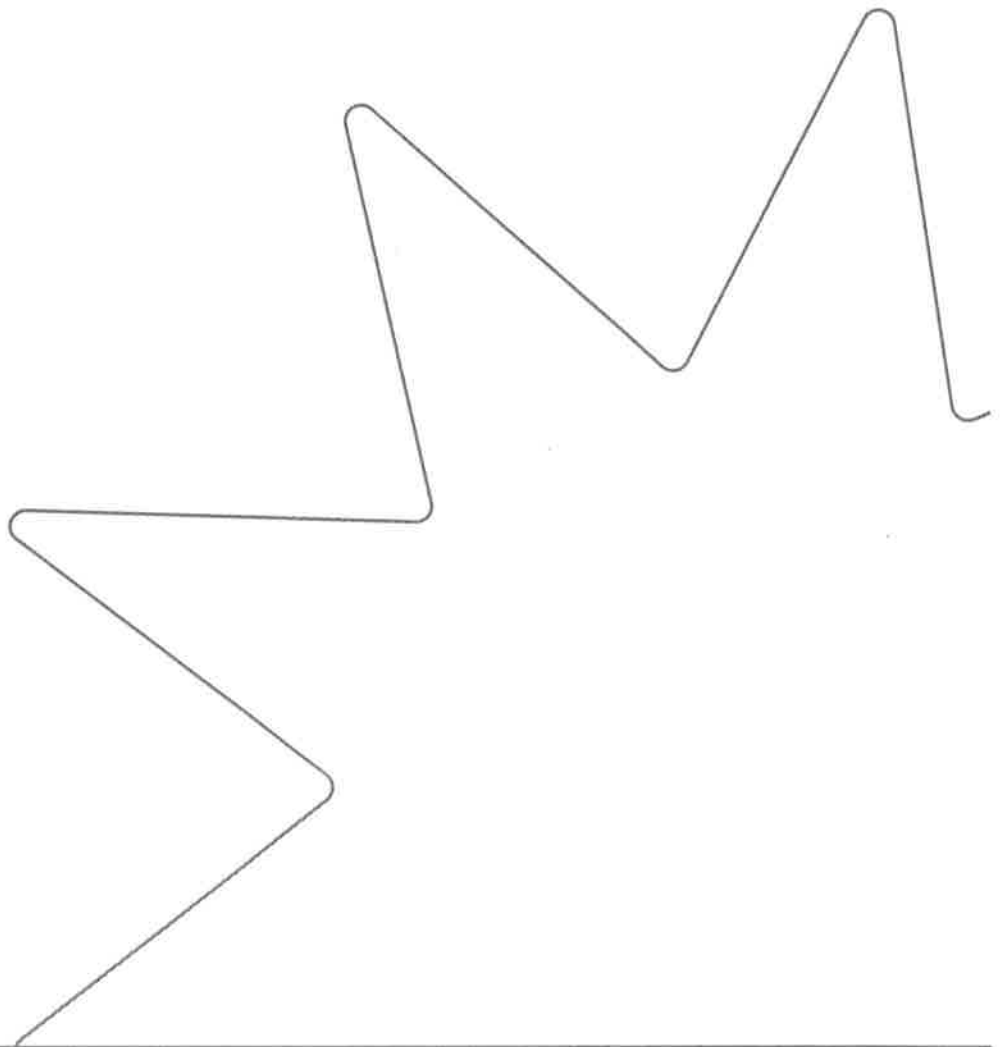
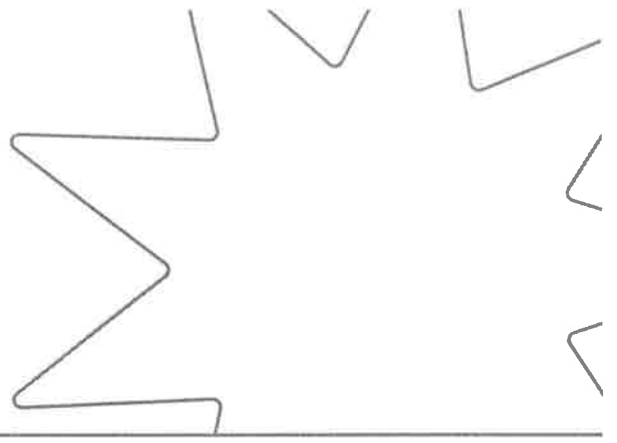
Try a delicious pepperoni supreme or a tantalising veggie special at the very reasonably priced pizza palace.

Family meal deals available!



What words and phrases have been used? Why?

Good luck everyone! Remember, this brochure will be the first bit of information your customers see about your park. Make a good first impression!



Ride Name:	
Thrill Factor:	
Suitable For:	
Other Restrictions:	

Ride Name:	
Thrill Factor:	
Suitable For:	
Other Restrictions:	



Task 3: Running Costs






Now that 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?

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.
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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.



Complete the running costs sheet. 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. (What is the cheapest possible way to run your park?)

Good luck!

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:				
Total for first two weeks of operating (Overall total x2)				
Amount left of business loan after build costs:				
Amount left of business loan <u>minus</u> two weeks of running costs:				

Task 4: 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.

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

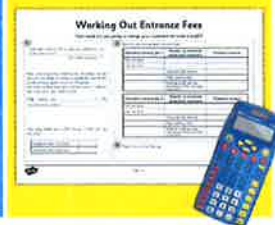
Think about your last task.

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?



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 _____ ÷ 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
£18 per child (2-6 years)
Under 2s free

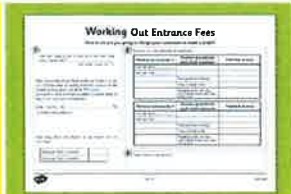
Adrenaline World
£36 per adult and child aged 12+
£12 per child (5-11)
Many of its rides are not suitable for younger children.

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.



Estimating Types of Customers

Discuss with your business partner(s).

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.

Good luck!

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 \div 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 _____ \div 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:

Task 5: Marketing and Advertising

Now you're just a few weeks away from the grand opening of your theme park, it's time to let people know all about it. Your website is up and running with your online brochure available, but you need to do some direct marketing to convince your target market to want to visit your attraction.

So how could we advertise and let your potential customers know that your theme park exists and that they **need** to visit?

How much you have available to spend on advertising will depend on the amount of money left from your original business loan.

On your Marketing Budget Activity Sheet, let's do a quick calculation...

£5 000 000 – (your building costs + two weeks of running costs) = your marketing budget.

You will now need to choose 2 of the following methods of advertisement for your theme park and create them. (Keep an eye on the costs. Stay in budget!)

Advertising Methods

Think about the ways in which you think you could advertise your theme park:

Print: Advertisement within a newspaper or magazine.

Billboards: Poster campaign

Radio: Advertising on either a local station or on a nationwide radio station.

Television: Advertisement on a specific channel or at a certain time of day.

Internet: Advertisement 'pop-up' on a popular social media site or maybe a web banner on a search engine.

What are the advantages and disadvantages of each method? What will you need to do to create each type of advertisement? How much do they cost?

Advertising: Print

If you decide on a print advertisement, you will need to produce a 20cm x 15cm advert that contains key information, prices and persuasive features (e.g. a slogan, imperative language, rhetorical questions).

Advantages:

- Not as expensive as other types of advertising.
- Can target specific customers by choosing the publication your advert appears in.
- Reaches nationwide audience.

Disadvantages:

- Readers may browse past adverts and just read the articles.
- Usually only read once.

Costs:

National tabloid newspaper (5 editions)
= £50 000
National 'Thrill Seekers mag' Totalled (3 issues)
= £15 000
National children's comic Bonzo (3 issues)
= £10 000



Advertising: Radio

If you decide on a radio advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

Advantages:

- Reaches many captive customers for a relatively low cost.
- Jingles can get stuck in customers' minds and are repeated to others.

Disadvantages:

- Impact is questionable – do listeners change station when ads come on or not listen fully?
- Not visual – nothing to refer back to.

Costs:

National radio advert (Repeated regularly over one month) = £25 000
Local radio advert (Repeated regularly over one month) = 10 000



Advertising: Billboard

If you decide on a billboard advertisement, you will need to produce a 25cm x 15cm landscape advert (which will be scaled up to fit a 2.5m x 1.5m billboard) that contains key information, prices and persuasive features (e.g. a slogan, imperative language, rhetorical questions).

Advantages:

- Displays a message 24 hours a day to a large target audience.
- Relatively cheap in comparison to other methods.

Disadvantages:

- Fleeting message as customers pass quickly, so they sometimes don't see or don't remember the advert.

Costs:

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Advertising: Television

If you decide on a TV advertisement, you will need to produce a 30 second script that contains key information, website address and persuasive features (e.g. a jingle, imperative language, rhetorical questions).

Advantages:

- Mass coverage to a targeted audience.
- Images and sound make it a unique advertising option.

Disadvantages:

- Impact is questionable – do listeners change station when ads come on or don't listen fully?
- Expensive compared to other methods.

Costs:

Primetime national main channel advert (repeated three times a day for a month)
= £150 000

National cable channels advert (repeated ten times a day over a variety of channels for one month)
= 50 000

National children's channel advert (repeated ten times a day over a month)
= 35 000



Advertising: Internet

If you decide on an Internet advertisement, you will need to produce a web banner to go either on a social media site or as a promoted link on a search engine. Your web banner can be no more than 140 characters and may just be a catchphrase or rhetorical question, with the theme park name and web address.

Advantages:

- Mass coverage – reaching daily users.
- Quick and easy to produce and relatively cheap.

Disadvantages:

- Impact is questionable – do people really click on the links or just ignore them?
- Limited amount of information in just 140 characters.

Costs:

Promoted link on top search engine Google (1 month) = £10 000

Promoted on the social media site Smilebook (1 month) = £10 000



Features of Advertisements

Depending on the marketing method(s) you have chosen, you will now have to design different advertisements using the writing frames provided.

Although all slightly different in their content and layout, persuasive adverts often have similar features:

They contain imperative (bossy) verbs.

Visit us today!

Come for the day out of a lifetime!



Features of Advertisements

They contain key product information.



Features of Advertisements

They contain a slogan or catchy jingle.

Adrenaline World
Come and feel the rush!



"If you like your insides turn upside down,
come and try the rides at Crazytown!"



Features of Advertisements

They contain rhetorical questions.

Are you brave enough?

Do you want to bring your family on
a fantastic day out of a lifetime?



If they are visual, they need to be
colourful, bold and eye-catching.



Features of Advertisements

They use exaggerated vocabulary.



Designing Advertisements

You must now work on designing the advertisements that you have decided upon. Use the Advertisement Writing Frames to help you.

Remember, successful advertisements often include:

Imperative (bossy) verbs: e.g. Visit us today! Come for the day out of a lifetime!

Key product information: e.g. Just off Junction 33 of the M1. Follow the signposts.
www.adrenalineworld.com. Open everyday from 10am – 6pm. Prices start from just £15.

A slogan or catchy jingle: e.g. Adrenaline World. Come and feel the rush!
"If you like your insides turned upside down, come and try the rides at crazy town!"

Rhetorical question: e.g. Are you brave enough? Do you want to bring your family on the day out of a lifetime?

Exaggerated vocabulary: e.g. phenomenal, gut-wrenching, breath-taking etc

If it's a visual advertisement, then it must be colourful, bold and eye-catching.

Additional Advertising

You've been given the opportunity for some **FREE** advertising!

Mega Drop Magazine has asked you to write a rollercoaster review of the most thrilling ride at your theme park to appear free of charge in their next edition!

Read the example magazine review on the Zero Gravity ride.

Analyse its main features before writing your own article.

Good luck!

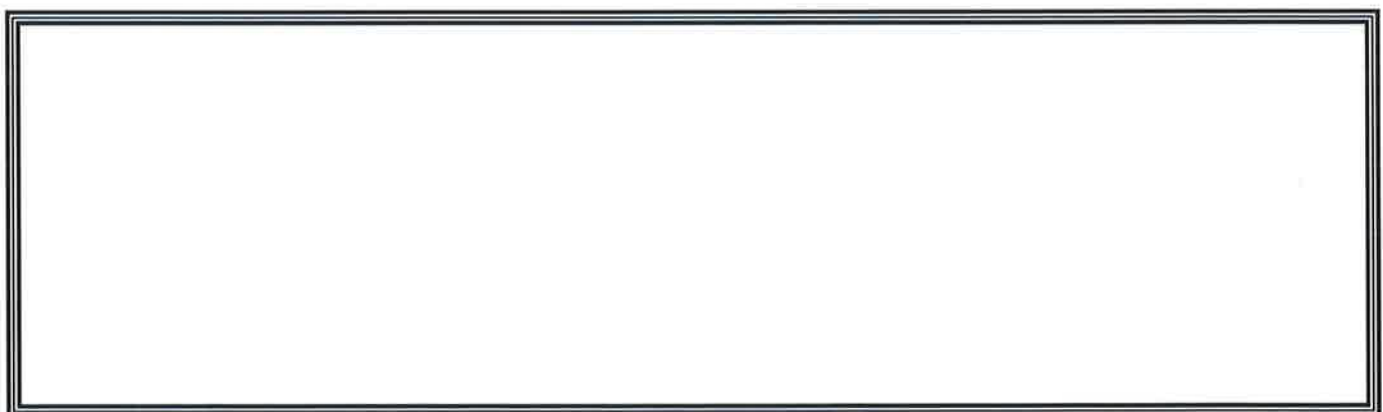
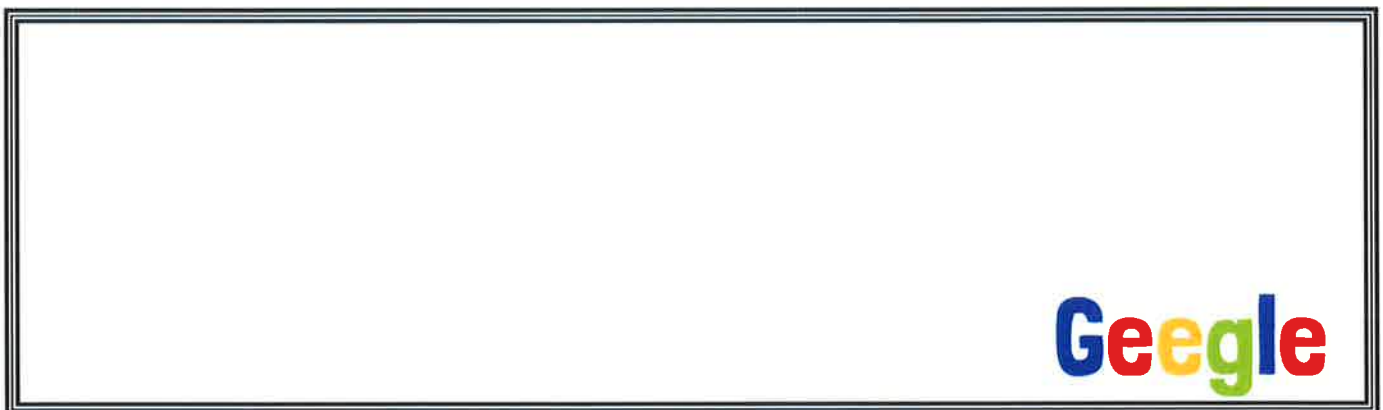
Advertising Writing Frame: Internet Web Banner

If you have decided on an internet advertisement, you will need to produce a web banner to go on their a social media site or as a promoted link on a search engine.

Your web banner can be **no more than 140 characters** and may just be a catchphrase or rhetorical question, with the theme park name and web address e.g.



Design your web banners here:



Advertising Writing Frame: Television Script

If you have decided on a TV advertisement, you will need to produce a 30 second script that contains key information, the website address and persuasive features (e.g. a jingle, exaggerated vocabulary, imperative language, rhetorical questions etc).

Just like a play script, write the name of the speaker or character followed by the lines they need to perform. Give any additional stage directions in brackets (e.g. cut to picture of Hellraiser ride).

Speaker	Lines to perform

Advertising Writing Frame: Radio Script

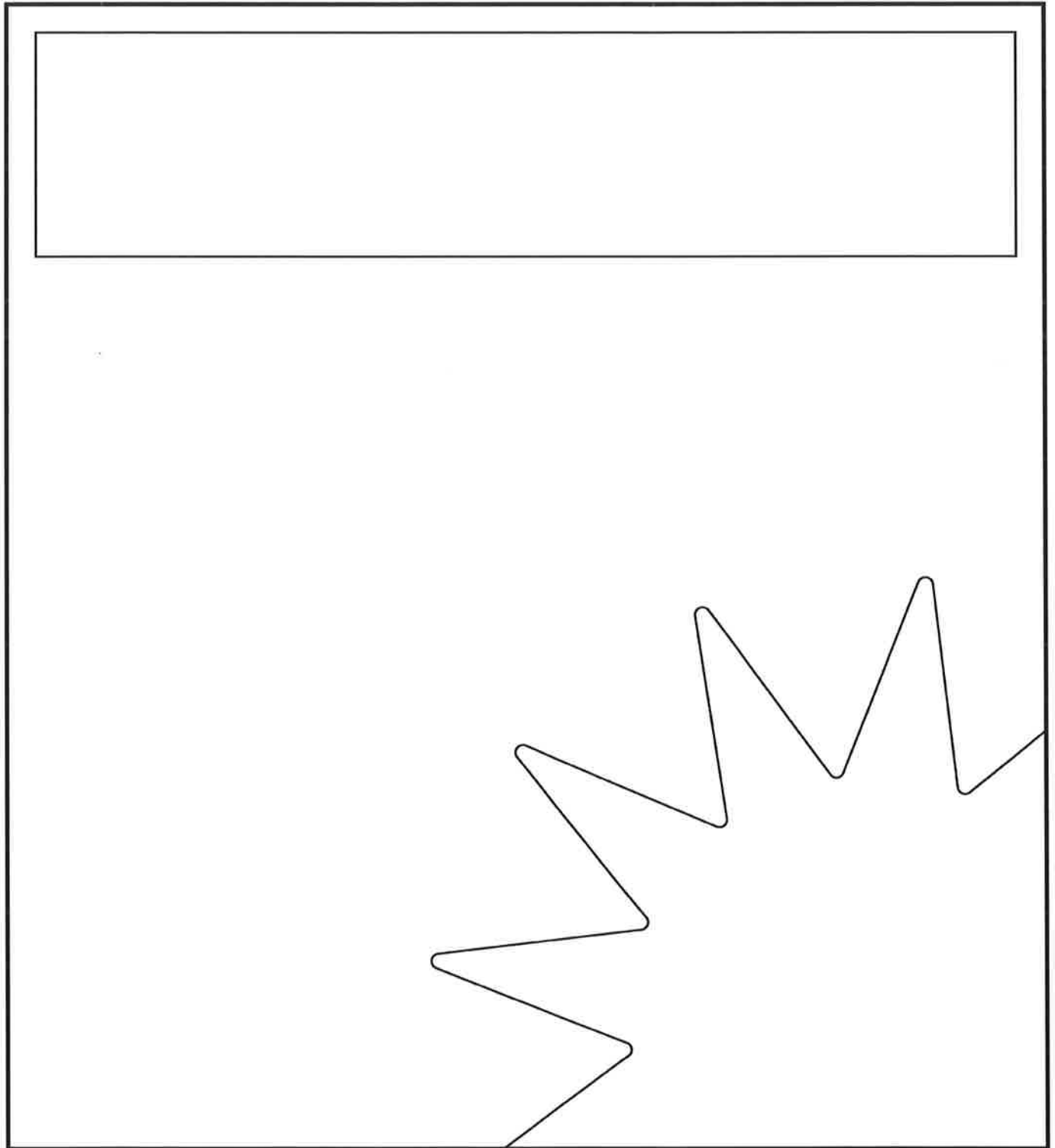
If you have decided on a radio advertisement, you will need to produce a 30 second script that contains key information, the website address and persuasive features (e.g. a jingle, exaggerated vocabulary, imperative language, rhetorical questions etc.)

Just like a play script, write the name of the speaker or character followed by the lines they need to perform. Give any additional directions in brackets (e.g. insert loud screaming sound!).

Speaker	Lines to perform

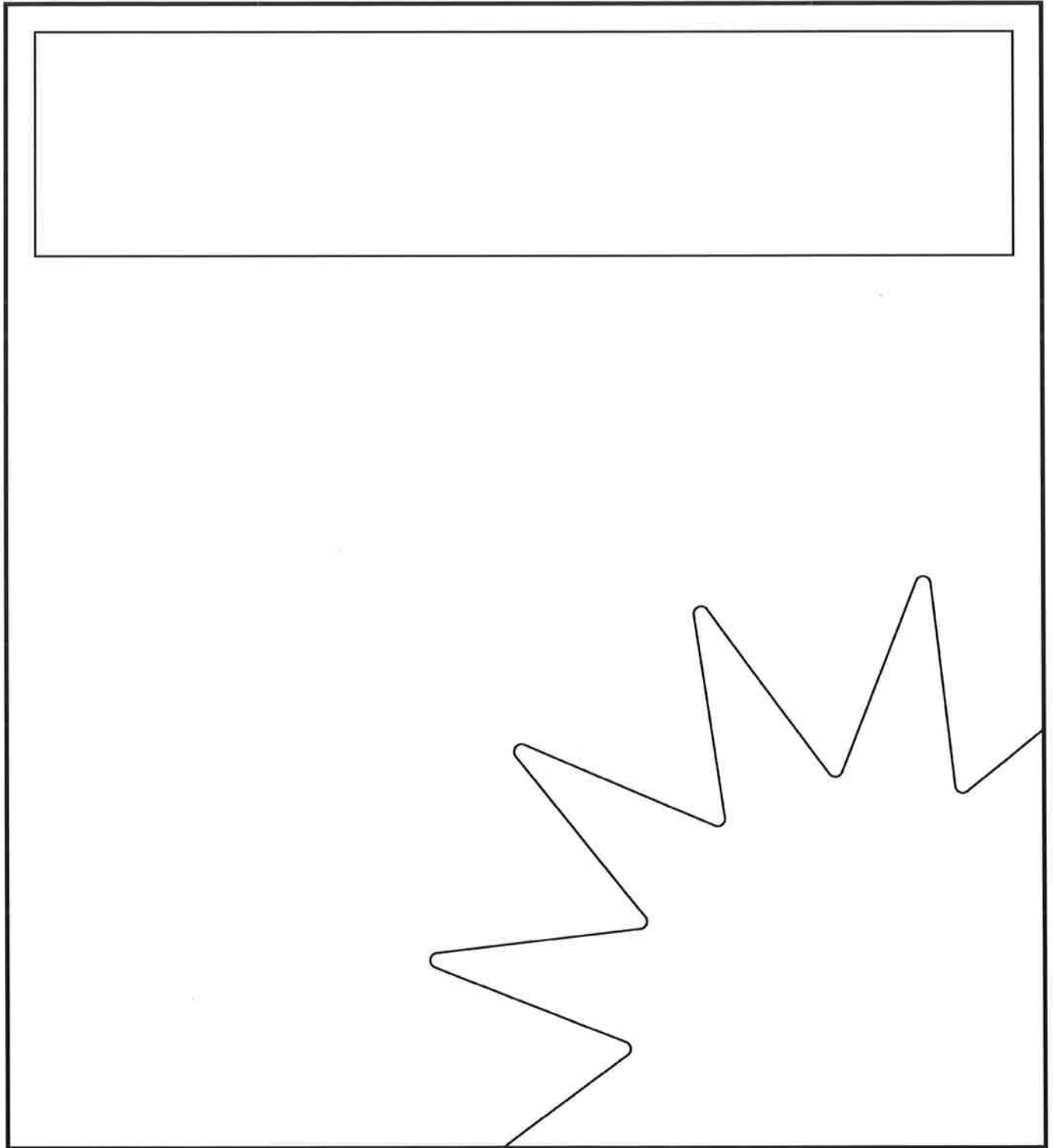
Advertising Writing Frame: Billboard

If you have decided on a billboard advertisement, you will need to produce a 25cm x 15cm landscape advert (which will be scaled up to fit a 2.5m x 1.5m billboard) that contains key information, prices and persuasive features (e.g. a slogan, exaggerated vocabulary, imperative language, rhetorical questions etc).



Advertising Writing Frame: Print (Newspaper or Magazine)

If you have decided on a print advertisement, you will need to produce a 25cm x 15cm landscape advert that contains key information, prices and persuasive features (e.g. a slogan, exaggerated vocabulary, imperative language, rhetorical questions etc).



Marketing Budget

Work out your marketing budget:

£5 000 000 - (your building costs _____ + two weeks of running costs _____) = _____

Here are your advertising options and costs:

Discuss your advertising choices with your business partners and circle all the advertising methods you are going to invest in. Just make sure you don't go over budget!

Print

National tabloid newspaper (five daily editions) = £50 000

National 'Thrill Seeker mag' Totalled (three issues) = £15 000

National children's comic Bonzo (three issues) = £10 000



Billboard

Nationwide campaign of five hundred billboard posters in different UK cities in prominent locations = £20 000



Radio

National radio advert (repeated regularly over one month) = £25 000

Local radio advert (repeated regularly over one month) = £10 000



Internet Web Banner

Promoted link on top search engine Geegle (1 month) = £10 000

Promoted link on the social media site Smilebook (1 month) = £10 000



Television

Primetime national main channel advert (repeated three times a day for a month) = £150 000

National cable channels advert (repeated ten times a day over a variety of channels for one month) = £50 000

National children's advert (repeated ten times a day over a month) = £35 000



Marketing Budget

We will spend _____ on advertising.

We have decided upon these advertising options (make sure you give reasons for each marketing decision):

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Can you handle zero gravity?

Zero Gravity is the latest addition to Adrenaline World's portfolio of thrill-seeker rides. Mega Drop magazine journalists were some of the first riders in the world to test this awesome new ride. Our nerves were jangling when the countdown kick-started and our seats were lifted so that we were lying face down. Seconds later, we were blasted out into space and for 90 seconds, we were transported into the world of an astronaut experiencing tremendous G-Force.

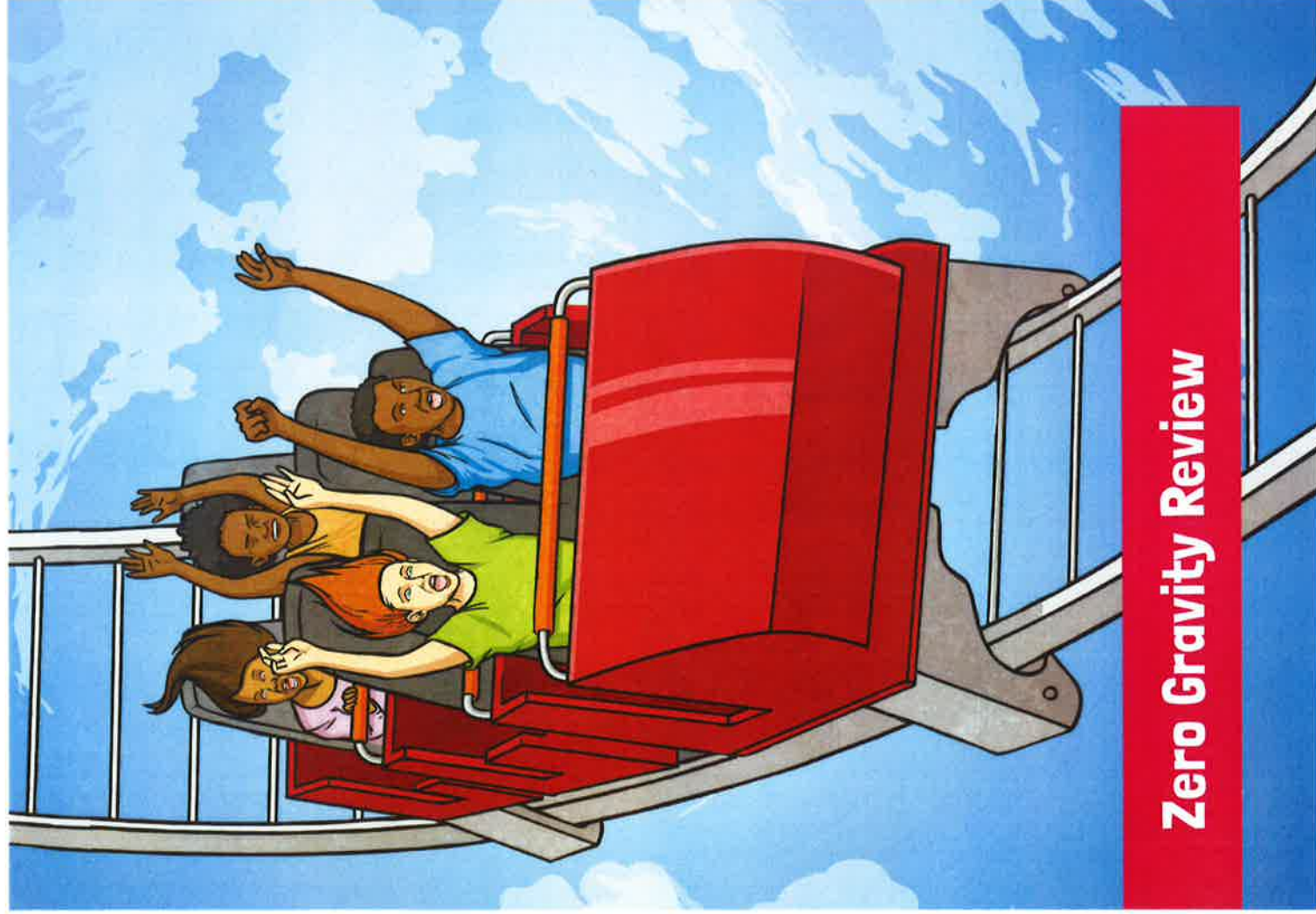
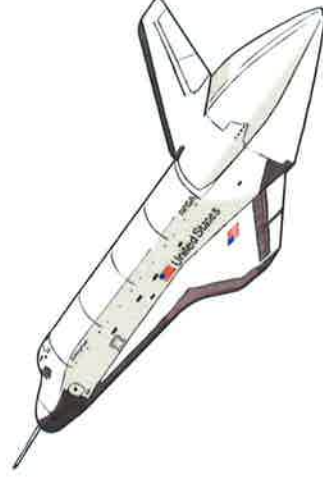
As you zip around the 840-metre long track at over 47 mph, you really get the feeling of flying as the ride speeds seamlessly. The air was filled with gasps and worried whispers as the ride cranked up to its highest point - preparing to thunder down the 70 metre first drop. That was followed by thrilled screams as the ride blasted through its G-force filled turns. For our money, the cutting-edge, new rollercoaster is certainly worth a ride. If you've ever dreamed of heading through space in a lunar-module, this is probably the closest you'll get without coughing up for a ticket on Richard Branson's upcoming tourist rocket to outer-space.

Ultimately, while it is not as stomach-churning as some faster roller coasters we've been on, Zero Gravity is well worth the queues. But any more than two times in a row - we are sure you

would start to feel very, very queasy. To prove Zero Gravity is worth all the fuss, the theme park Adrenaline World drafted in real-life astronaut Bob Hermans to take a ride alongside us. Spaceman Hermans has been off the planet three times and spent over 100 days high above the earth. So how did Zero Gravity measure up to a real-life space adventure.

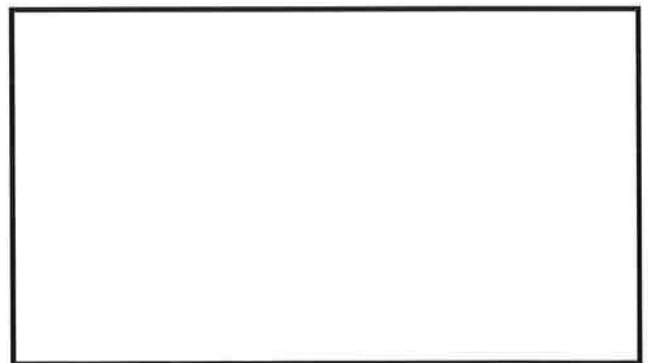
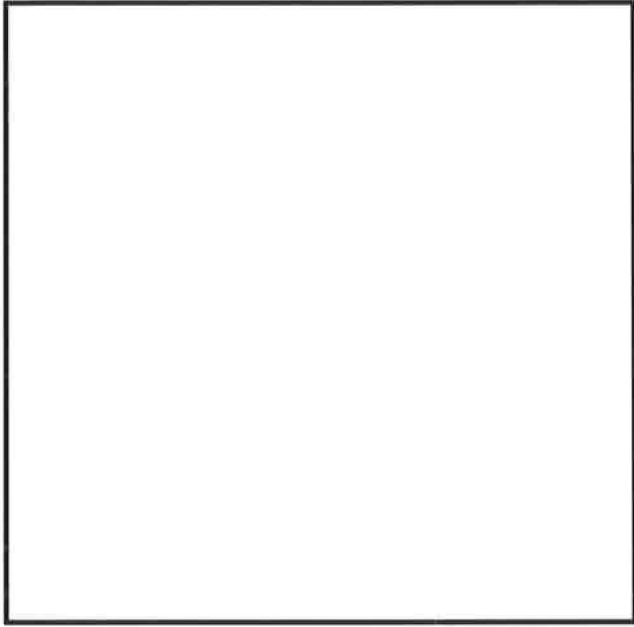
Speaking after his first experience on Zero Gravity, Bob Hermans said, "This is one of the best rides I've ever been on and I've been on some rides!"

He added, "I've been lucky enough to serve on three space flights, including many months on the International Space Station, but this is as close as I've come to a virtual trip across the universe." Well if it's good enough for a real-life astronaut...you should join the back of the Zero Gravity queue!



Zero Gravity Review

Mega Drop Magazine Review



Task 6: Annual Profit

Time has flown!

Your theme park has now been open for 12 whole months... with some ups and downs along the way (which we will find out about shortly!)

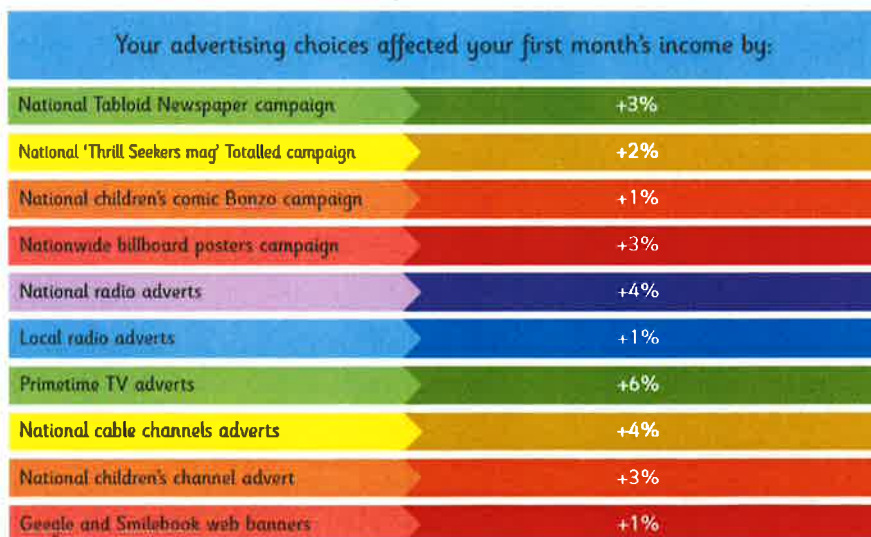
Firstly, let's look at how your advertising choices impacted on your customer footfall in your opening month.

In your first month of opening, your company's advertising choices made a sizeable difference to your weekly customer numbers. Let's see how and add this information to your Annual Profits Activity Sheet.

First Month's Estimated Income

We need to do some calculations:		
Estimated weekly adult customers: _____	Estimated weekly child customers: _____	Multiply your daily customers by 7.
Adult entrance fee: _____	Child entrance fee: _____	Multiply your weekly customers by your entrance fee.
Estimated adult weekly income: _____	Estimated child weekly income: _____	
Total estimated weekly income: _____		Total your adult and child income.
Total estimated monthly income _____		Multiply this by 4 to get an estimated monthly income.

Impact of Advertising



First Month's Actual Profit

Now we have enough financial information to work out your actual month 1 income.

Our advertising choices increased our monthly income by _____ %

Actual month 1 income

Minus two week's running costs of: _____



This figure is your actual month 1 profit.

Month 2 Profits

In month 2, your profit increased by 5%. But we need to take off a further two weeks of running costs from this profit figure.

Month on Month Profits:

Month 1 profit

Month 2 profit

Month 3 profit

Month 4 profit

Month 5 profit

Month 6 profit

Month 7 profit

Month 8 profit

Month 9 profit

Month 10 profit

For month 2, calculate a 5% increase from month 1.

Then, take off a further two weeks of running costs.
(this is because the initial business loan is no longer covering any running costs).

In months 3 to 6, your profit increased by 5% month on month.

Calculate your monthly profits for months 3 to 6 and add them to your sheets.

Your month 7 profits increase by 50% from month 6.

Months 8-12 decrease by 5% of the previous months

Add together all the monthly profits. What was your grand total?

Annual Profits

Firstly, we need to work out your first month's profits:

Estimated weekly adult customers: _____	Estimated weekly child customers: _____	Multiply your daily customers by 7.
Adult entrance fee: _____	Child entrance fee: _____	
Estimated adult weekly income: _____	Estimated child weekly income: _____	Multiply your weekly customers by your chosen entrance fee.
Total estimated weekly income:		
Total estimated monthly income:		Total your adult and child income. Multiply this by 4 to get an estimated monthly income.

Our advertising choices increased our monthly income by _____%

Actual month 1 income	
Minus two week's running costs of	

This figure is your actual month 1 profit.

Month on Month Profits:

Month 1 profit	
Month 2 profit	
Month 3 profit	
Month 4 profit	
Month 5 profit	
Month 6 profit	
Month 7 profit	
Month 8 profit	
Month 9 profit	
Month 10 profit	
Month 11 profit	
Month 12 profit	

Our actual annual profits are: _____

We were successful because:

We could have improved our business by:

Task 7: Evaluation

You now need to reflect on your business project to see what went well and what didn't.

You need to write a report for your investors to see how successful their investment was. You must include a paragraph on the following:

- Explaining why you chose the target market. Was it successful? What would you differently next time?
- How accurate were your estimations of profit? Did you make more or less? How could you make more money next time?
- How successful was your advertising campaign? Would you use the same method again or would you choose another? Explain why.
- An overall summary explaining how successful you think the project was.

Things to remember:

- This is a formal report. Be careful with your vocabulary choices.
- Give evidence of things that went well. (Profit and advertising data)
- Spelling and punctuation. Edit this piece of writing just like you would with a piece at school. Take your time to ensure the writing makes sense and fits the purpose.

Well done on completing your theme park project!