

Organisational structure and product analysis of theme park



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The philosophy of marketing needs to be owned by everyone from within the organization. Marketing focuses on the satisfaction of customer needs, Marketing is not only much broader than selling, it is not a specialized activity at all It encompasses the entire business wants and requirements. Future needs have to be identified and anticipated. The marketing concept is a philosophy. It makes the customer, and the satisfaction of his or her needs, the focal point of all business activities. It is driven by senior managers, passionate about delighting their customers. Marketing is not only much broader than selling, it is not a specialized activity at all It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view. Concern and responsibility for marketing must therefore permeate all areas of the enterprise. This customer focused philosophy is known as the ' marketing concept'. The marketing concept is a philosophy, not a system of marketing or an organizational structure. It is founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires.

INTRODUCTION OF Q1;

Lost World of Tambun Theme Parks in Malaysia

The latest attraction from Sunway City Ipoh in Tambun, the Lost World is a new water theme park in Perak set to provide you a fun-filled adventure for friends and family! Nestled among lush greenery and limestone hills, the Lost World has a host of exciting activities to keep you coming back for more.

Question 1:

Your role:

You are required to select a theme park of your choice. You are required to determine their organizational structure, products, markets, and competitors.

Introduction

As part of your research, you will need to define the structure of the franchise and the product that is being offered to the consumer.

Content

You are required to analyze:

Their market strength

Their zone of natural expansion

Brand positioning and marketability of their brand

Suggest steps to improve their sales and profits

Suggest how they can take their business to a global scale

Summary

Conclude your research by summarizing all the above and provide a final solution on how the theme park may thrive in a completion market place.

All cost for the event and portfolio must be self funding. Olympia College will not be responsible for any cost or any unforeseen circumstances occurred during this event.

Answer Q1

As part of our assignment, I have chose the Lost World of Tambun theme park as my choice for doing my assignment. From my own research, there is five main elements which make up this world of adventures which is as stated in the structure below...

Jungle Wave Bay

CLIFF RACER

Tiger Valley

Water park

Hot Springs & Spa

FIVE ELEMENTS

Water Park

An exquisitely beautiful Waterfall Beach Garden & exhilarating water rides in the theme park for everyone at the water park and where the water beach garden were the biggest wave pool in Malaysia where the waves could swell up to 3 feet high. At there, you could find a absolutely perfect landscaped beach which surrounded by 20 feet twin waterfalls with two rivers flowing into the pool. There is also a musical body wash as a refreshment before to the caption of Sandy Bay.

Explorabay, a kids – only zone which is specially designed for kids while Cliff Racer are intend for a adult and youth. And of course, the longest inflatable tube ride in Malaysia, Tube Raiders which is the family – favourite giant slides while Adventure River is more on relaxing water ride.

Cliff Racer

Sail through the jungle canopy in an old mine cart after a drop from dizzying heights; just like in the old Wild Wild West movies! The park is perfect for those family escapades. Be sure to bring spare clothes for a change after a whole day’s fun on the numerous water slides and water games. The park also plays host to a few tigers and albino tiger cubs and visitors can witness the tiger feeding times between 11. 30am to 5pm every day. The park is open everyday except Tuesdays (school/public holidays excluded) from 11am – 6pm. One can have a cocktail at the Rum Jungle Bar between 6pm – 9pm every night. Entrance tickets start at about RM25 per adult and RM 19 per child (children under 90cm gets free entrance). The park also offers special food, entrance and rides packages.

Lost World Hot Springs & Spa

As the latest supplement for the visitors to enjoy the inimitable feel of the hot spring, the water in the hot spring come from a natural source, and this is a sanctuary for the visitors to relax and enjoy and to experience hygienic and rejuvenating hot water. Besides, there are many other elements which are catered for the visitors presenting the ultimate relaxation experience

Tiger Valley

There are feeding tigers show and their handles at play in the tiger valley. You can learn abit about how the tigers are cared through the valley's educational program where you will be able to get close and personal with one of these exquisite tigers.

Lost World Petting Zoo

Visitors can take a walk on the wild side and The Petting Zoo allows the public to touch, feel, feed and play with the animals; giving those looking for a more personal encounter, a closer perspective.

Body

Market Strength

So many words packed into one, the Lost World of Tambun, where providing an action – packed with exciting adventures with the most sensational rides and glamour in Ipoh, Malaysia. A 60 million Ringgit theme park which located in this historical town of Ipoh, in the middle of the North – South corridor in Perak; and is set in the inborn landscapes of Ipoh, surrounded by exquisitely breath – taking limestone features.

The Lost World of Tambun has its own market strength just like the other theme park as well. As my research all over these theme parks, The Lost World of Tambun is the best theme parks if compared to all the competitors around within the northern region in Ipoh example like Bukit Merah. They has providing a variety services which provides leisure, relaxation, enjoyment as well as entertainment. Moreover, the price are quite reasonable for the services they are providing.

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As another market strength, Lost world of Tambun is the only theme park with natural hot spring and the water come from natural source and the thermal water in the pool are not recycled. Furthermore, they got a formation of the stand alone rock formation – 10 storey building within the theme park. Based on the 4Ps, place, people, promotion and products, Lost World of Tambun had provides all these 4Ps if compared to other competitors as their market strength.

Place

800 parking spaces provided

Good transportation

Natural & pleasant landscape

People

Good services

Caring from staffs

Friendliness from staffs

Promotion

Invite international performance during parties; beach party

Promote online through hot websites; facebook, etc...

Promote through travel and tour agencies for packages

Product

Water Park

Amusement Park

Lost World Hot Springs & Spa

Tiger Valley

Lost World Petting Zoo

Zone of Expansion

For your information, Lost World are exposed to the nature. Therefore, it has ample of natural resources around and within the park. As for the future expansion, they should take this advantage to make more for its zone of natural expansion usage from the natural sources. Currently, they are building a hotel of themselves which are rated as 4 – 5 star grades; visitors like foreign visitors do not need to look for other accommodations and can just stay inside the Lost World of Tambun's Hotel which are surrounded by natural source. Besides, they are also upgrading the hot spring & spa section. As their future expansion, it could build up a monorail system for the overall accessibility within the theme park itself; visitors are able to travel from the theme park back to the hotel after explorer.

Moreover, wide natural resources in their theme park which enable them to have their own cave which creates jungle tracking and cave exploring experience for customers. They should expand more on dry rides in did of only focus in wet rides as there is already a lot of wet rides. This will enable

the visitors to have more choices during their explorer and will not feel boring.

Brand positioning and marketability of their brand

A great theme park which have its own nature and gave us a refreshing feeling when you are living in a hectic lifestyle; a way to expose yourself to the nature. Besides, it is a time for every member in a family to spend their time together and have fun in Lost World of Tambun. This is a way for family bonding to happen. Moreover, we can spend our time with our friends during holiday at there for entertainment and leisure. And of course, it is a good place for a couple to have a great day.

What are they famous for? Their natural resources and it located in a historical place in Ipoh with natural thermal water sources. They are also considered as ' under the umbrella of Sunway Groups' which lead them to success because Sunway group had prove themselves in Sunway Lagoon.

Steps to improve their sales and profit

In order to improve their sales and profit, they should depend on the economy scale which is reduce their cost in order to get more people. Besides, it's also depends on how they generate their profit through the existing products. They can also provide more new family packages and teenage packages. Another step to improve their sales and profit is to extend business hour for dry parks and more events should be organize example like beach party. International performances should be invite example like super junior, wonder girls and big bang in order to attract more visitors. And of course, special rates for senior citizen should be apply and

toys should be given to kids to show that the management is caring enough even to every single matter.

How they can take their business to a global scale

Extend their business to global scale, they can deal with the travel and tour agencies for packages and brings the tourism to Lost World of Tambun and let them recognize it and bring back this information back to the country.

Moreover, they can have a deal with a country ambassador to promote their theme park in their own country and to attract foreign investment example like an big organization and this will lead them to develop another branch in their country by the help in modal from the organization; targeting hot weather country like india. Besides, it should have a deal with large organization to have a big retreat (international conference). And of course, the lost world management should also advertise their theme park through hot websites example like facebook. com, youtube. com, twitter. com and etc...

Conclusion

In any business success, marketing always plays a key part. You have to make a good relationship with your customers. You need to work out how you will reach and win new customers and make sure that they will be happy and remain satisfied of the services you are providing them. You need to always review and keep on improving everything you do to stay ahead of the competition. Although marketing plays an important role, it will not guarantee sales unless by doing it with a laid out plan. A well-researched and logical plan is important to have a better chance of building a long-term

profitable relationships. A marketing plan will serve as a reference or your basis to execute a marketing strategy. By laying out plans, it will set out a clear objectives and explains how you will achieve them. You can define your business well if you have a written document that details the necessary actions to achieve your marketing goals. A marketing plan is considered a part of an over all business plan.