

**Woburn Safari Park**

To meet organisational aims Woburn Safari Park needs to make profit, maximise sales revenue, increase market share and to ensure compliance with regulations.

**Mission Statement:** To generate income which will secure the long-term future of the safari park and contribute to the Woburn Estate and its significance a part of Britain's heritage. Woburn Safari Park does this by giving shares of its profit to The Abbey. This will be achieved by maintaining Woburn safari park as a quality value for money day out for young families providing, entertainment and relevant educational message and by making a real contribution to conservation. Woburn Safari Park keeps families entertained with their facilities such as the foot safari and road safari an etc. It gives knowledge to people with their shows, talks and demonstrations. there is road safari which helps the customers get a better view of the animals without the danger of being unprotected while being in such a close proximity.

**Meeting organisational aims**

Woburn is a privately owned business so one of its priorities is to make profit. There are many ways in which the Safari Park earns it's income. This includes the gift shop; The gift shop is a very good way of earning money because most customers will spend some money inside the shop to buy stuff for their family, especially visits from schools, the children wouldn't realise how expensive the products are so they wouldn't hesitate to buy items for themselves or for someone else. Woburn has facilities where you can eat and drink such as the restaurant and the café. The families who visit the safari would need a place to eat and would spend their money to eat and sustain the whole family. These facilities can also be used to relax e.g. after having a tour around the foot safari the families can sit and have what they desire. Selling tickets is another way to make profit, every customer who comes in to the safari has to buy a ticket. The prices of the tickets vary from children to adults. Discounts are also given to groups and disabled people.

To maximise sales revenue Woburn Safari Park can develop a variety of products e.g. when we went to visit them, we got a picture taken which cost us £20. After taking the photos we had to wait a week before it got processed on to their website which we can then access it by entering the code provided. The products their were virtually double the price in normal retail shops, by increasing the prices of products Woburn makes a lot of profit, most of the customers are bound to buy products from the facilities provided which also helps to increase income. Reducing the prices of tickets to groups would make customers happy therefore the customers would want to visit again this also increases the sales in the safari as every member in the group would access the restaurant and buy something to eat or drink. Customers also visit again by buying annual memberships this ensures repeat business with the company.

To increase market share, unlike other competitors Woburn Safari Park allows you to get closer to animals, this increases the excitement of the customers as they have a better and clearer view. They provide customers with animal shows so not only will they get excited by seeing the animals on the fields, they will also have excitement while watching the animals in shows, also in shows the trained staff calls volunteers, which then can hold animals for instance when I wen with my family i volunteered to go, they then let me to hold an enormous snake. . There was a place where you could go in and feed the birds. I found it very entertaining when I walked in to the small hut with nectar and all the birds flew towards me to eat some food. Another difference that Woburn Safari Park has from other competitors is that the ticket price is all inclusive e.g. the shows, swan boats were all free to take part in So the family member doesn't have to worry about extra costs, after paying for the tickets the rest is up to them if they would like to spend more.

To ensure compliance with regulations Woburn Safari Park trains there staff so they can provide us, the customers with the best quality of service, Staff being trained helps us because when the staff have knowledge in their job they can easily answer the customers questions in detail.. They follow the Disability Discrimination Act by providing accessibility around the foot safari for disabled people. To

protect us from wild animals Woburn Safari Park by made the safari drive so we can drive through the animals. Members of staff were also driving around the animals to feed them, and solve any problems that go wrong. They also had electrical fence in some places to keep customers safe, however this did make the animals quite uncomfortable as it restricted their freedom. To keep animal welfare Woburn gave enough room for the animals to run and play in, also by keeping them in the zoo they prevent the animals to become extinct. For health and hygiene, Woburn had sanitizers throughout the safari to kill bacteria.

### **To provide products and services**

Woburn Safari Park is being sponsored by Tiger Balm. There are 4 different Woburn organisations; Woburn Safari Park, Woburn Abbey, Woburn Inn and Woburn Golf Club. These 4 organisations all work together. Woburn Safari Park gives shares of its profit to Woburn Abbey because they are not doing very well financially so with Safaris help The Abbey is still remaining operational. The Woburn Safari Park swaps animals with other parks and zoos for breeding purposes. To keep the staff happy and loyal to working, Woburn gives the staff discounts on ticket sales and at the restaurant. Staff being loyal to working, gives them a happier environment so therefore they can serve all the customer with positive body language.

Customers are the most important people to the revenue so the products and services that are offered are a huge amount. The safari park targets families with young kids at the age of 9-11, so the facilities and activities they provide are suited specifically for family needs. They have facilities such as the swan boats; Swan boats are great to have in with your family. mammoth ark; Mammoth arc has loads of activities for the kids to play in, while the kids are having fun the adults can watch at the café in the mammoth ark. Foot safari; Foot Safari is the perfect place to walk around the whole safari and get closer to tame animals such as the birds. Road safari; To go around wild animals you have to drive on the road provided, the animals sometimes come and touch your car which builds excitement. café, restaurant and gift shop are places where you can buy things such as food drink and souvenirs, photo's ; this is where families can go in and take a picture, the picture then gets put into frames.

Woburn lets VIP customers adopt an animal. adoptions raise funds to help feed and house the animals and provide excellent care for them. species. also gives the perfect service for them. Adopting an animal also helps Woburn Safari Park to participate in breeding programmes for endangered species such as the tigers. Woburn let's their staff to take the customers around the business while letting them work at the same, this let's the customer to experience how life is being an animal keeper. Mucking out, food preparation and close encounters with the animals are the things the customers will do whilst taking part in the experience. The customer also has an off road tour around the animal reserves with a ranger ,who will share all their knowledge with the customer.

**To be responsible to stakeholders:** Woburn Safari Park has no shareholders it is owned by the Duke of Bedfordshire. The profit made would go to the organisation then to safari who supports the Woburn abbey from getting bust. The money left over would go to the staff and to the Duke of Bedfordshire.

The stakeholders are anyone who is affected by the business such as the customers; Customers are stakeholders because they require a high quality of customer service. Staff are also stakeholders because they need to give excellent customer service to the customers. Another example of a stakeholder is the Duke of Bedfordshire because he to give wants the customers and staff to have a good time.

Woburn safari Park provides annual tickets so customers can become members. Members also are stakeholders as they also would want a good time every time they visit.

### **To be environmentally and ethically responsible**

Woburn cares to their environment by reducing the amount water, waste and energy. They a team who cares for the environment, which shows that Woburn is committed to keep a healthy environment. A special team is used to reinforce these policies that Woburn has put up for the environmental issues.

For ethical issues, this applies to the animals and they need constant care and feeding. The Safari Park disability discrimination act of 2005, this applies to people with disability and accessing the park and going around easily.

### **Contribution to international and UK economies**

One of Woburn Safari Parks aims is to improve their reputation and spread their name beyond the border of the UK. By doing so, tourists will know about Woburn Safari Park and will consider having a visit there. Woburn needs to increase their market share, they can do this by increasing their company name e.g. advertising, good customer service.

### **Thomas Cook**

To meet organisational aims Needs to needs to make profit, maximise sales revenue, increase market share and to ensure compliance with regulations.

### **Meeting organisational aims**

Thomas Cook is a non-charitable company so therefore it makes its income through sales such as, the holiday tickets and packages. Commission is obtained to staff who is able to sell their ancillary products e.g. transport insurance.

To maximize sales revenue Thomas Cook gives discounts in some flights during some seasons, e.g. holidays in winter and summer to Canary Islands in 2011 has 10% discount. And departures in January receive a guaranteed £100 off. These deals encourage customers to fly using Thomas Cook as they provide discounts for customers.

To increase market share Thomas Cook gives the customers good service by meeting their needs, making customers happy will ensure repeat business, and will gain more customers. Reducing prices of the tickets will also encourage customers to revisit, which means money after every visit.

### **To ensure compliance with regulations:**

Disability Discrimination Act is a legislation which all organisations should follow, so therefore the high street stores should be able to be accessed by disabled people. The hotels that are in the UK and work with Thomas Cook also should follow this legislation, so the disabled customers could access the hotel with ease and also make the holiday enjoyable to them.

### **Products and services offered**

**To the organisation:** Thomas Cook is a member of ABTA. ABTA protects the customers when they have a bad situation such as the volcanic ash that had happened recently. The customers couldn't come back on the required date so they had to miss their return plane, this is where ABTA comes in and pays any costs to get the customer back home.

**To the industry:** Thomas Cook can give business trips to other industries and companies for cheaper. They could provide them with business class flights, which includes extra customer service, Wi-Fi, wide area of space, use of laptop and etc.

**To the customers:** there loads of products and services offered for the customers as they are the people who generate the company's income. These consist of, ancillary services e.g. insurance, transport. They provide holidays in packages, while choosing their own accommodation and requirements on the holiday such as the weather etc. The staff also gives all the possible help to make the customer have the best holiday suited for them.

**To be responsible to stakeholders:**

Anyone who is affected by the business is known to be a stakeholder. Customers are the main stakeholders as it is them who give Thomas Cook the money by using them to book a holiday.

Members: Thomas Cook does not have any members, however they have customers who visit them regularly. Although they are regular customers they still don't receive any discounts on holidays but except get a better service e.g. the staff might serve them prior to other customers.

**To be environmentally and ethically responsible:**

The Carbon Trust is an independent company who is funded by the government to help the UK move towards a low carbon economy. The Carbon Trust is working with the Thomas Cook group to help reduce the energy consumption, carbon emissions and operating costs

**Contribute to international and UK economies**

In the year 2004 Thomas Cook launched a new dynamic packaging brand to engage customers to build their own holidays in store and online. After that in year 2005 Thomas Cook made one of its greatest profit of £50million. And in 2006 they have made their greatest profit of 83.3million. In the year 2007 Thomas Cook had over 19000 employees, 800 high street stores, a fleet of 45 aircraft. Today Thomas Cook is the second largest leisure travel group in the UK with over 19000 employees.

**Wardown Museum****Aims:**

- To care for and learn more about our collections in order to better share them with public,
- To inspire and engage people of all ages, abilities, backgrounds and interests.
- To put our customers at the centre of all museum planning
- To promote a sense of pride and community cohesion
- To strive to work sustainably, reduce our environmental impact and promote awareness of those issues.
- To maximise external funding and use all our resources effectively.

**Mission Statement:** To care for and make accessible to all the heritage of Luton, its people and environment, for everyone's learning and enjoyment. I believe Wardown museum follows the mission statement by making it accessible to all people, and also changing their interior layout makes customers see new things all the time.

**Meeting organisational aims**

Wardown museum is a non-profitable company, it does not make any profit. Its income comes from the Luton Borough Council. Wardown gets money from the tax payers who then gives it to the council.

To maximise sales revenue Wardown holds events such as birthday parties. They have souvenirs and also other schools visit for educational purposes. The money that the museum gets from these events gives the museum enough money to pay the member of staff. Another way the museum gets its

money is from gift shops where they sell souvenirs, and historic pictures etc. They have an area where you can buy drinks and snacks. Schools/colleges can pay the museum for talks or the staff can come to the school. They also run assemblies.

To increase market sale Wardown has a unique selling point which is that it is free to enter and navigate around the museum, so any type of customer can come and visit the museum. Wardown also provides good customer service to their customers so their reputation increases.

To ensure compliance with rules and regulations Wardown follows the Disabled Discrimination Act by providing accessibility to disabled people all around the museum, to follow this act they have provided a lift to the upper floor. Wardown is a listed building so making any changes would be very hard, it was recently that they had got a ramp done.

#### **Products and services offered:**

#### **To be responsible to stakeholders**

Wardown has no share holders as they are a non-profitable company. Their money comes from tax payers and venue hires.

Everyone who is affected by the business is a stake holder so therefore the customers and staff are both stake holders, as the customer has to receive good service and the staff has to give good service. The members of the museum are the volunteers, they are also stakeholders.

#### **To be environmentally and ethically responsible**

“To strive to work sustainably, reduce our environmental impact and promote awareness if these issues.”

Once decided to dispose an item, priority will be given to keeping the item within the public domain and with this in view it will be offered first, by exchange, gift or sale to museums before disposal to other interested individuals or organisations is considered.

Wardown also gives out free reusable bags out to customers and also use used paper for their leaflets.

#### **To contribute to international and UK economies**

Wardown doesn't do much to the UK money as it has such low income and has a very low amount of employees.

### **P3**

Tour Operator > Travel Agency > Customer. This is the chain distribution. This shows how the products transfer from place to place. The product goes from the tour operator to the travel agency, then from the travel agency to the customer..

Vertical integration is when a company takes over ownership of a company at a different level on the supply chain for example a tour operator takes over a travel agency

Horizontal integration is when a company owns or controls other businesses at the same level of the supply chain for example when a travel agency takes over of another

Interdependencies are where companies combine their operations in certain areas but still keep their own identities. For example air alliances.

#### **Woburn Safari Park**

#### **Travel Agency > Customer.**

The agency can provide products and services to the customer through face to face communication e.g. answer on questions about the animals. However these day's people gather what they need through the

internet. Calling is another way of reaching to the agency to book a ticket or ask questions e.g. price of tickets.

### **Integration**

There are 4 Woburn organisation which are Woburn Safari Park, The Abbey, The Inn and the Golf Club. Out of these 4 The Abbey has the lowest income so the other companies help them by giving them some of their shares of profit. Woburn is owned by the Duke of Bedfordshire

### **Interdependency**

Go ape is an organisation who works alongside Safari Park. Go ape is another place in the Safari where customers can go have fun at, however Safari gives some of their profit to them.

### **Wardown Museum**

#### **Tourism business > Customer**

To gain information from the museum customer can physically go to the museum, this way the customer can know all the answers clearly to their questions. Customers can check on Wardown museums website for any enquiries, however they only get limited information from the web. Giving out leaflets is another way where customers can find out things that are in the museum e.g. facilities.

### **Integration**

Wardown is a non profitable organisation. It receives its money from sponsors which is Luton Borough Council

### **Interdependency**

Wardown museum visits schools to explain, the importance of museums and how it can help us. Because the over 60's hasn't really got the strength to explore museums Wardown museum visits them to show the products that they have e.g. antiques and pictures, then the old people can express their feelings on the products. Museums in Luton all have an alliance as they are all owned by the Luton Borough Council. E.g. Wardown museum and Stockwood Discovery Centre both have an alliance.

### **Thomas Cook**

#### **Tour Operator > Travel Agency > Customer**

Last minute deals are cheap because the company is better off selling the ticket rather than it getting wasted. Last minute bookings are done from internet. Due to online booking the high street retail shops are declining. With Online booking you can't get the full information on holidays. People can also book holidays by calling the call centres this is the quickest way to get in touch with a member of staff in the agency as there are hundreds of people behind the phone waiting for you to call. Another way where a customer can book his holiday is by going physically to the travel agent. This is the longest way to book a holiday as you have to walk to the agency and queue but this way you can get all the information you want.

**Integration**

In 1996 Thomas cook acquired Sunworld which was UK's and Irelands fourth largest tour operator. In 2008 Thomas Cook acquires Canada's TriWest Travel Holdings.

**Interdependency**

Thomas cook is interdependent with the hotels. For example, Thomas cook can call a hotel and ask for 30 rooms. Thomas Cook is dependant to that hotel having 30 rooms available. And hotels are expecting agencies to give them customers.