

Alton Towers Coursework.
Lily Enefer

A3.

In A3 I will suggest and justify changes or improvements to features Alton Towers could make to make the business more successful and improve it.

Type of ownership

Different types of ownership there is are Sole Trader, Partnership, Private Limited Company and Public Limited Company. Alton Towers are currently a Private Limited Company (LTD) and are owned by MEG, meaning that members of the public can only buy shares in MEG if they are asked to. By changing to a Public Limited Company, Alton Towers could become more known globally and attract more customers because they would have a higher profile from being on the stock exchange. The company would also be able to continue despite the death, resignation or bankruptcy of management and members.

Alton Towers could become dependant and not be a part of MEG, although I don't think this is a good idea because they might not get as many customers because other MEG attractions would not be advertising them, also MEG pay for things in the park and Alton Towers may not be able to cover the costs alone. On the other hand Alton Towers could do things without having to make a decision with MEG.

Changes within activity

Alton Towers do not provide many rides that are accessible to wheelchair users. They could therefore increase accessibility to their rides for wheelchair users or invest in new rides, which wheelchair users could easily access. By doing this Alton Towers would appeal to wheelchair users, widening their range of customers. The disabled people would come from schools, groups etc which would increase their profits. Another advantage of doing this is that Alton Towers would no longer be criticised for not providing services for disabled people.

Location

Alton Towers is situated in England near the middle of the UK. This is ideal for them because they have a large amount of land and users travel from all over the UK to visit them. To improve sales and attract more customers Alton Towers could make more use of the land, and even expand on it to build more rides to attract all age ranges.

To raise global awareness Alton Towers could make franchises of the original Alton Towers in the UK, and gradually expand to Europe and other countries. This would increase profit, enable them to build bigger

better rides and make the world more aware of whom Alton Towers are. Also it would make it easier for customers to access the franchises of Alton Towers if they don't live near Staffordshire.

Aims and objectives

If Alton Towers were to invest in rides for disabled people, their aims and objectives would change. Their aims and objectives would also change if they were to make franchises of the original Alton Towers. For example they could change their mission statement to 'To be the best in what we do to become the most well known of goods and services', meaning that they aim to become more well known across the world. If Alton Towers were to invest in rides for wheelchair users they would need to think of more appealing rides but for wheelchair users and keep other customers coming to the park. Merlin Entertainment Group would aim to sell shares, so they could obtain the necessary income for expansion of the Alton Towers and for the building of new theme parks that are franchises of Alton Towers.

Other Changes

Another thing Alton Towers could add to their theme park is an animal park/zoo, this is because it is suitable for all the family, and would attract more customers to visit the theme park and zoo and stay over at the Alton Towers hotel.