

Suggest and justify any changes that each of your businesses could make to enable them to meet their aims and objectives more effectively

Manchester Airport

Manchester airport is the 3rd largest airport in the UK. They are always looking for new ways in which they can achieve this. One of their main objectives is to reduce costs to airlines. They could achieve this by incorporating new leisure facilities into the airport, e.g. cinema and bowling alley. This could help them achieve the objective as they would be making profit from the new facilities and so could lower the rent prices to the airlines, this could also help because more airlines would want to set up in Manchester airport due to lower renting cost, so the airport will have more customers, however the airport would have to spend money on building/creating space to build the new facilities. This would mean that the airport would lose money until the facilities have been built and are running and are making sufficient profits.

As this would mean money loss, the airport could find another way of making money as it is being built. They could charge retailers more, this would mean taking a higher percentage of the retailer's profits. This would mean the airport would make more money but the retailers would make a decrease in profits. This could also cause retailers not wanting to set up in Manchester Airport as the company will make less money and could make more by going to a different airport. In case of this they could just increase the number of outlets they offer and so more retailers would be able to set up in the airport.

Another one of Manchester Airport objectives is to increase passenger traffic. I think they could do this by linking Manchester's metro-link to the airport. This would help them achieve this objective because more passengers can access the airport easier and cheaper and also it would link the airport to many places of Manchester. This would also cause the airport to lose money from car parking fees as more people would travel in by metro-link instead of car so fewer cars will be parked on the car park.

Blackpool Pleasure Beach

Blackpool Pleasure Beach is Britain's number 1 tourist attraction. In order to keep this they are always looking for ways to improve. One of the Pleasure beaches objective is to entertain visitors through first class, live entertainment. I think they can achieve this by holding celebrity endorsements/concerts throughout the year. This would also bring more customers to the park and would also help increase profit because of the ticket prices and people making it a trip and going to the park in the day, concert at night and then staying in the Big Blue Hotel. This would also help achieve another of Blackpool's objectives as one of them was to increase footfall, as more people will be coming to the park for the concerts. Although the Pleasure Beach will have to

make room to hold the concert and be an appealing venue to the celebrities for them to hold their concert there.

Also for them to achieve the objective of increasing footfall and profit they could either be open all year round or reduced closed season. This would help as if it was open for long more visitors will go and also ca using them to make more profit because they are selling wristbands for a longer period of time.

One more thing that could increase footfall and profit is to hold festival in the park to celebrate certain festivals throughout the year, e.g. Bonfire night. This would help increase footfall as visitors will come to the park for the festival, e.g. bonfire night – firework display, so people will come in the park to watch the display. This would help increase profit as they could charge to enter for the festival or have stalls and retailers/restaurants/bars open for them to purchase things in.