Case Study Drusillas Park

How and Why Drusillas Park use ICT, the hardware and applications software used and how these meet there needs

Click on the map to enlarge size

Drusillas Park is a zoo located amidst the stunning scenery of the Cuckmere Valley at Alfriston in East Sussex. It is one of the biggest tourist attractions in southeast England with over 300 thousand visitors every year to come and see the 1000 animals they keep and look after. Its main audience they intend to attract are young children between the ages of 5 and 12 to come and visit them at Drusillas.

Sales Department

Lawrence Smith is the managing Director of Drusillas Park and has been for the last 6 years. He is the largest shareholder and he is in charge of the Sales Department. He takes responsibility of marketing, human resources and finance.

Drusillas Park market in two main ways, these are the website and brochures. Their main sales are to children under the age of 12, Brownies, Beaver groups and clubs are their main market. They get sa les by advertising and marketing. The spend 120 thousand pounds a year on advertising and printing 800 thousand brochures to distribute throughout the country.

They also have a website that advertises Drusillas far and wide, the website also supports thing s such as the brochure so customers can look up details such as prices, directions and opening times for the park. Drusillas park do not allow sales to made over the internet as they have decided that it would

cause difficulties as an extra gate would be n eeded and more staff so the people who have ordered online would be able to get in straight away.

The Drusillas Park website was designed my 2 different companies, they did this because the first companies website did not really have there corporate feel, so they hired another company to make the website more child friendly and easy to use.

Also in the sales department they use email to do stuff such as send photos from a digital camera to newspaper agencies for example a picture of a newborn animal.

Hardware Required For Producing Sales Department:

- ❑ Computer System – The computer system would need to consist of a CPU (Centeral Processing Unit) a monitor, a keyboard and a mouse.
- ❑ Printer – Drusillas Park would need a large printing facility to print out the large quantity of brochures needed every year. It would also need a normal printer for printing out normal documents such as letters.
- ❑ Digital Camera – A digital Camera would be needed so that they could take pictures of new facilitys in the park and also ani mals. These pictures would be used in the creation of the brochure and also sent to local newspapers to advertise.
- ❑ Scanner – A scanner would be used to scan documents that are in need of duplicating. It would also be used to upload photos onto the computer.

Software Used in the sales Department

- ❑ To create documents such as letters and spreadsheets they would need special software such as word processing software, database software and spreadsheet software. To save money they could buy this in a software pack age. An example of a software package would be "Microsoft Office"

- Email software – To communicate with people involved in Drusillas Park they would need email software. This also can be bought in a package.
- Photo Software – To upload pictures off the digit al camera they would need digital software. This would also allow them to edit photos if they needed too.

Finance Department

The finance department of Drusillas Park is ran by a women called Anne Human and she is the finance manager. The finance department is vital for Drusillas as it ensures they make enough money to make a profit and also to ensure they do not overspend.

They are able to see how much income they are getting form the tills. Thetill readings are used to reconcile the takings against the rea ding and check if it is correct. They then transfer this information into a spreadsheet so they can combine all the information gathered and get a business overview. They need this information as it is used for analysis and to check the takings are correct .

They use ACCESS for there accounts as it gives more detail for departmental analysis. They also keep paper records at Drusillas park such as play slips and reports for managers and directors. To ensure all the data is safe they back it up at the end of e very day to a secure server that stores and saves all the data. To ensure all the money is accounted for they have a direct computer link to the bank.

Hardware Required in the Finance Department

- Computer System – The computer system would need to consist of a CPU (Centeral Processing Unit) a monitor, a keyboard and a mouse.
- Printer – This would be needed to print off all documents to make a hard copy
- Also hardware would be needed to read data from the tills.

❑ Scanner- this would be used to scan documents so they could create multiple documents so that lots of people can view the data.

Software Required in the Finance Department

❑ To create documents such as letters and spreadsheets they would need special software such as word processing software, database software and spreadsheet software. To save money they could buy this in a software package. An example of a software package would be "Microsoft Office".

❑ Software that would be able to create a direct link to the bank would be needed.

❑ Drusillas would also need software that would gather data from the tills and merge it all together so they can view it as one big document.

Operations Department

The manager of the operations department is Sue Woodgate, she is the animal manager. In the operations the more physic al work would be needed as they need to look after the animals.

Each day Sue Woodgate does the daily admin for the zoo, health and safety and also that everyone who visits has a fun day out at the park. She is in charge of all the 1000 animals they have to offer from bugs to flamingos.

She has to keep many records at Drusillas Park such as animal history, breeding success and medical history. All of this is required as it is a legal requirement to have this information available. She also uses computers for creating things such as admin letters. She also uses software called ARKS (Animal Record Keeping System) Over 400 zoos use this system and all the information is then linked and shared using the internet.

She also uses reports off the system such as birth s, deaths and marriages of the animals. Another thing she does is use a studbook which is an animal register.

She can tell which animal is which as they use microchips and have personal names for each of the 1000 animals. She keeps records of the informati on and has 3 copies on floppy disk so they never loose any data.

<u>Hardware Required for the Operations Department</u>

- ❑ Computer System – The computer system would need to consist of a CPU (Centeral Processing Unit) a monitor, a keyboard and a mouse.
- ❑ Microchips – These are used to keep records of all the animals.

<u>Software Required For the Operations Department</u>

- ❑ To create documents such as letters and spreadsheets they would need special software such as word processing software, database software and spreadsheet s oftware. To save money they could buy this in a software package. An example of a software package would be "Microsoft Office".
- ❑ They would need software that allows them m to keep track of all the animals, this would need to be made specially for them so i t can meet there needs.
- ❑ ARKS – This is used to keep animal records such as medical history, nloodlines and genetics.