

Public	Price	Product	Channel	Promotion
Families	Family ticket	A day off with the family	Broad media	Family ticket with discount of meal / free meal
Schools	Reduced price	Educational activities	Teachers newsletters	Educational program including a guest lecture
Couples	Regular ticket	Romantic date	Websites for dates	Visit + romantic dinner
Businesses (conferences)	Increased	Business conference	Professional magazines	Conference with free access to the park
Volunteers	Free	Contributing to a good cause	Volunteering bureaus <sup>1</sup>	Free t-shirt for new volunteers

## Analysis

Given the current marketing activities it is recommended Auckland Zoo focusses on schools and businesses regarding its marketing activities. This is because of the following three reasons: a current underdeveloped marketing plan, the potential revenue generated from these groups and the lack of competitors in these segments that offer similar products.

The first reason in favor of this advice is the current lack of development towards these market segments. Currently, the focus of the Auckland Zoo based on the information presented on its website is on families, and volunteers. Although businesses and school provide a huge potential market for the Zoo, it seems there is no focus on this. Focusing on these markets segments can therefore tap into new revenue streams for the organization.

The second reason revolves around the size of market and the buying power of actors in these markets. This is especially true for the business segments where conference budgets have remained high regardless of the economic downturn. Even though the buying power of schools is significantly lower, it can create a stable income stream as educational programs are usually fixed for multiple years.

The third reason relates to the lack of competitors offering a similar product for these market segments. As the Zoo has no competitors in its immediate vicinity that offers a similar product, it can use this regional monopoly to increase revenue. This needs to be done by offering a unique experience for these

segments. Examples of such offerings include the development of educational programs in which staff of the Zoo will give lectures to students. After this, students will visit the Zoo and get exclusive access to the animal pens and will see the day-to-day activities of the Zoo while also learning about animals in the process. For businesses the product could include meeting rooms for business conferences or corporate retreats. This, combined with a visit to the Zoo will make them a unique experience.

Based on the current lack of marketing activities in the business and school segment, the potential revenue generated from these segments and the lack of competitors offering a similar product it is advised Auckland Zoo focuses on the business and school segments as potential new audiences for its services. In order to develop these segments further it is advised Auckland Zoo develops marketing plans specifically focusing on these audiences.