

Action Plan to Address Declining Food Sales

Background

The amusement park has experienced a steady annual increase in park revenue for the past five years. However, the park has recently seen a drop in guest spending on food vendors at the property. This is despite the fact that the number of unique pass-holders is higher than it has been in five years.

Key Points

The following key points have been identified as potential causes of the decline in food sales:

- Guests may be spending less money on food in general, or they may be spending less money at the park specifically.
- Guests may not be buying as much of certain types of food.
- Guests may be eating less food at the park, or they may be bringing their own food.
- Other factors that could be contributing to the decline in food sales include changes in the park's pricing structure or the availability of food vendors.

Goals

The goal of this action plan is to increase food sales by 10% in the next year.

Tasks

The following tasks need to be completed in order to achieve the goal:

- Analyze data on guest spending to identify the key points that are causing the decline in food sales.
- Develop a new food menu that appeals to a wider range of guests.
- Increase the availability of food vendors throughout the park.
- Offer discounts and promotions to encourage guests to eat at the park.
- Track progress on the action plan and make adjustments as needed.

Timeline

The action plan will be implemented over the next year.

Responsibility

The following individuals will be responsible for completing the tasks:

- Guest service manager: Analyze data on guest spending and develop the new food menu.
- Food manager: Increase the availability of food vendors and offer discounts and promotions.
- Marketing lead: Track progress on the action plan and make adjustments as needed.

Budget

The budget for the action plan is \$100,000.

Monitoring and Evaluation

The progress of the action plan will be monitored on a monthly basis. The action plan will be evaluated at the end of the year to determine whether the goal of increasing food sales by 10% has been met.

Residual Effects of the Plan

The residual effects of the plan may include:

- Increased customer satisfaction with the food options at the park.
- Increased revenue from food sales.
- Improved overall guest experience.
- Enhanced brand reputation.

The residual effects of the plan will be monitored and evaluated on a monthly basis to ensure that they are positive and sustainable.