Case Study on Amusement Park

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Background:

Vacation Land is a combo of an international standard theme park, a water park, a snow park and more. Voted as one of the Top Adventure Parks in Asia in 2019, the park is located between Mumbai and Pune and offers entertainment, fun, adventure and dining under one roof, making it an ideal family getaway. Vacation Land is proud of its motto: “The World is here” which is a fine testament to their glorious 20-year legacy.

Vacation Land is owned and operated by Sinha Ltd.

The park is divided into separate segments (water park, theme park, mascot land, etc) and is spread over 376 acres with an additional 60 acres for parking facilities and other amenities. The Kids Special segment of the park is especially famous for its creativity and safety. Since its inception, Vacation Land has enjoyed the public’s attention and approval without many efforts in marketing. As a result, the marketing department of the amusement park is inexperienced and remains so. Fortunately, the absolute safety measures installed by the park in its rides have been proven fool-proof and the people’s trust has never wavered. Only because of this atmosphere of security, the park has managed to reap the benefits of marketing without investing too much.

But good things never last forever.

It all started in June 2020 (assume there is no pandemic). Increased reports of pickpocketing started creeping in. It was not unprecedented so the park ensured its basic security measures but did not take any drastic measures. The number of cases only continued to increase. Soon, the number of complaints and unresolved cases reached an alarming level. The management finally noticed something. The pickpockets were identified as a part of an organised group. But by now, it was too late.

On 11 July 2020, a famous influencer had his wallet stolen and took to the social media to complain after not receiving a satisfactory response from the security staff. The issue became a crisis when it reached the masses. The recent times were peaceful and uneventful so many major mainstream news channels did not miss the opportunity of covering this issue when it popped on their radars. There was now an aura of insecurity around the park and people hesitated to come. This was devastating because that was

the primary source of marketing. The company soon identified three ways to fix the holes in its security and solve the crisis. The three alternatives were:

1. **Futurex Ltd.** is equipped with the latest technology.

They offer Static Guarding, Access Control and Control Room Monitoring, mobile patrolling, aviation, maritime screening centralized CCTV and advanced alarm monitoring systems.

The inbuilt AI cameras offer face recognition which can easily recognize the pickpockets. They have superior training infrastructure with industry specific training, Assured compliance and quality standards. However, this option is very expensive.

2. Security service from a **Wux Ltd.:**

With 21 years of excellence in the field of security, **Wux** is a highly regarded security, verification & arms service provider with operations on an international scale, employing more than 4000 smartly uniformed, highly trained and strictly supervised personnel. They can provide their highly trained personnel for security.  However, they are a China based company and there is a lot of tension between India and China. This can affect public reception.

3. Help from **Mumbai Police**:

Mumbai police has gained the local people’s trust and continues to deliver. For the company, they shine as the most cost-effective option. However, they will take a long time to solve the situation, which could possibly be devastating for the company in the current crisis where speed will be important.

Questions:

As the Head Manager at Sinha Ltd., address the following issues:

Q1. Select one alternative for the new system/method of security from the available alternatives and explain why you chose that. Also cover the weaknesses of that alternative (if any). Be very specific with your answer.

Q2. Suggest some remedial measures to bring out the company in a positive light following the unfortunate incidents and thus maintain its standing with its stakeholders while keeping in mind the state of the management.