

Revenue

As you walk around Sydney Zoo can you find revenue items within the zoo? See if you can list some examples below:



Operating a zoo

NAME: _____



How does the zoo ensure high quality customer service?



What are some stand out exhibits?



How does Sydney Zoo get repeat visits from members?



Are there any conservation initiatives?

SWOT

Conduct a SWOT analysis of Sydney Zoo



Strengths

Weaknesses

Opportunities

Threats