

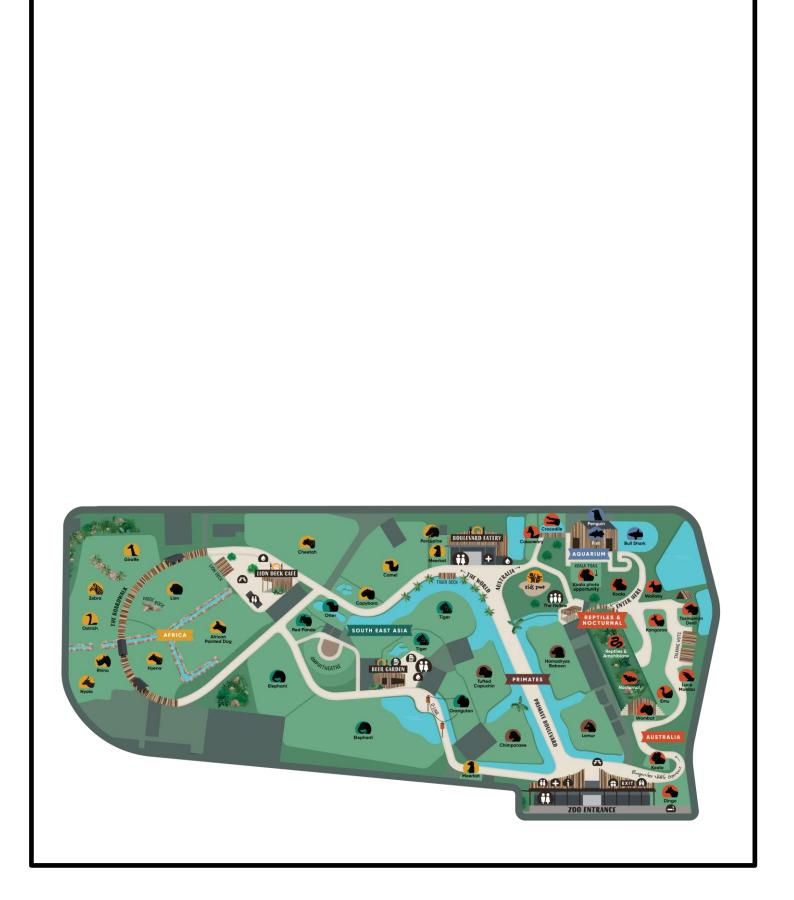
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| Sydney Zoo is an example of a tertiary business – what does this mean? | | | | | |
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| H | low long has Sydney Zoo been trading? | | | | |
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| Give an example an | d describe the impact of an external influence on the zoo. | | | | |
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| | How does the zoo ensure high quality customer service? | | | | |
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| | What are some stand out exhibits to you as a visitor? | | | | |
| | Wildi die some sidna oui exhibits to you as a visitor: | | | | |
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| | How does Sydney Zoo get repeat visits from members? | | | | |
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| | What are the zoo's primary markets? | | | | |
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Revenue

As you walk around Sydney Zoo can you find revenue items within the zoo?

See if you can list some examples below and circle them on the map:



SWOT



Conduct a SWOT analysis of Sydney Zoo

| Strengths | Weaknesses |
|---------------|------------|
| Opportunities | Threats |



Ssssustainable business

In 2024 Energy Australia became the newest sponsor of Sydney Zoo. They installed 602 solar panels across all rooftops which reduces energy costs and greenhouse gas emissions as a business and reflects on the social licence of the business.

Can you find any other sustainable practices at Sydney Zoo? List them below.