

## Task 6 - Finding your Annual Profit

Your monthly profit increases by 10% each month for next 5 months. Calculate you profit for the rest of the year that your park is open for.

Month 1 Profit \_\_\_\_\_

Month 2 Profit \_\_\_\_\_

Month 3 Profit \_\_\_\_\_

Month 4 Profit \_\_\_\_\_

Month 5 Profit \_\_\_\_\_

Month 6 Profit \_\_\_\_\_

First Year Profit \_\_\_\_\_

Money left over after building your theme park \_\_\_\_\_ (*figure from task1*)

Total in the bank at the end of the first year \_\_\_\_\_

## Task 7 - Making improvements

It is the end of your first season. You have \_\_\_\_\_ in the bank. You can now invest 40% of these profits to try and improve your park.

I can spend \_\_\_\_\_ on improving my park.

Improvements can be done in two ways.

### 1) Clearing land.

- £10 000 per square to clear land where there is a category 1 or 2 attraction/facility
- £5 000 per square to clear land where there is a category 3 facility
- £1 000 per square to clear a toilet, path, car park, lake or tree.

OR

### Buying extra land

- £5 000 per new square.

### 2) Advertising

You can advertise in three different ways, but you can only choose one.

#### Leaflet

These will cost you £50 000. However, you will increase your attendance by 10% a day

#### Radio

This will cost you £100 000. However, you will increase your attendance by 20% a day

#### TV

This will cost you £250 000. However, you will increase your attendance by 30% a day

Decide what improvements you wish to make and record them clearly showing what you have spent and what you have left. Remember you can only spend 40% of what you have in the bank.

I have spent \_\_\_\_\_ on improvements.

How much do you now have in the bank altogether? \_\_\_\_\_

### Making it even better...

You can now add new features to your park using 1/3 of the money you have left in the bank. (figure above) There are a number of new rides and facilities which have become available. You can add these to your park if you have the space and money to do so. You can also add in the features that were on the original list

Remember to keep clear records of how much money you are spending and most importantly how much money you have in the bank. You will need to update the plan of your park. If you have bought extra land you may need to stick squares onto your paper.

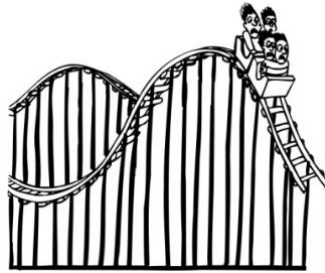
GET READY FOR THE SECOND SEASON!

2<sup>nd</sup> SEASON - NEW FEATURES

Category 1 Attractions - £50 000 each. These attractions take up 12cm<sup>2</sup>



Go Karts



Big Dipper Rollercoaster

Category 2 Attractions - £25 000 each. These attractions take up 6cm<sup>2</sup>



Restaurant



Adventure Playground



Rubber Ring Rapids



Crazy Golf

Category 3 Attractions - £8 000 each. These attractions take up 4cm<sup>2</sup>



Sweet Shop



A photo kiosk  
(per ride). Must  
be within 2  
squares of the  
ride.

## Task 8: Running your theme park (season 2)

As with everything, costs increase every year. To run your theme park for the second year the following costs will apply to each item that you have every day. How much will it cost to run your theme park for one day?

Costs				
Item	Staff Costs	Electricity, Maintenance and Repairs	Number in park	Total Costs per day
Category 1 Ride (per ride)	£70 a day	£80 a day		
Category 2 Ride (per ride)	£50 a day	£50 a day		
Category 3 Facility (per facility)	£40 a day	£30 a day		
Toilets (for all toilets)	£10 a day	£7 a day	NA	
Bins (for all bins)	£31.50 a week	£5.25 a week	NA	
Trees (for all trees)	£91.25 a year	None	NA	
			Totals	

Complete the table above.

How much does it cost to open your park for one day? \_\_\_\_\_

What about one week? \_\_\_\_\_

One year? \_\_\_\_\_

## Task 9 - Entry Fee

Decide on a price per person to enter your theme park for the second year.

How much does it cost to open your park each day? \_\_\_\_\_ (figure from task 8)

How many visitors do you think you will have each day during your second season?

Make an estimate: \_\_\_\_\_

Price Category 1 - £25 per person.

- Six or more category 1 rides
- 15 or more rides in total
- A first aid centre
- 6 or more category 3 facilities
- A detailed and well set out park with carefully placed bins, benches, toilets and paths.

Price Category 2 - £20 per person.

- Four or more category 1 rides
- 10 or more rides in total
- A first aid centre
- 6 or more category 3 facilities
- A well set out park with carefully placed bins, benches, toilets and paths.

Price Category 3 - £15 per person.

- Two or more category 1 rides
- 7 or more rides in total
- A first aid centre
- 4 or more category 3 facilities
- Some consideration to where bins, toilets, benches and paths are placed.

Price Category 4 - £10 per person

- One or more category 1 rides.
- 5 or more rides in total.
- 2 or more category 3 facilities.
- Some errors in where bins, toilets, benches and paths are placed which may lead to unhappy customers.

Decide on the entry price and enter it here £ \_\_\_\_\_

## Task 10 - How many visitors?

Here are your visitor numbers for each month.

May (31 days): 4 800 visitors

June (30 days): 5 750 visitors

July (31 days): 5 980 visitors

August (31 days) 7 340 visitors

September (30 days) 5 640 visitors

However, depending on the improvements you made, you may in fact have attracted more people.

If you bought a leaflet your attendance figures increased by 10%

If you bought a radio advert your attendance figures increased by 20%

If you bought a TV advert your attendance figures increased by 30%

Write down your new attendance figures below

May (31 days): \_\_\_\_\_

June (30 days): \_\_\_\_\_

July (31 days): \_\_\_\_\_

August (31 days): \_\_\_\_\_

September (30 days): \_\_\_\_\_

Total visitors: \_\_\_\_\_