

**SALES PERFORMANCE AND PROMOTIONAL STRATEGIES
OF PARADIZOO THEME PARK**

Case Study

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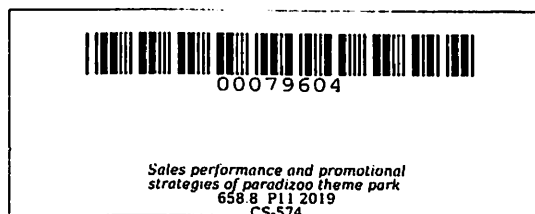
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Case Study
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ABSTRACT

PACIENTE, PAOLO OLIVER S, SALES PERFORMANCE AND PROMOTIONAL STRATEGIES OF PARADIZOO THEME PARK. An undergraduate Case Study. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. January 2019. Adviser: Tania Marie P. Melo.

The case study entitled Sales Performance and Promotional Strategies of Paradizoo Theme Park was conducted for 320 hours or equivalent to 40 days from September 24 to November 9, 2018 at KM. 63 Brgy. Panungyan Mendez, Cavite. The study aimed to describe the profile of the company; identify and describe the sales performance of the company for the past 5 years; identify and describe the promotional strategies of the company; identify the best tool for promotion of the company; analyze the sales performance and promotional strategies of the company using SWOT analysis; and recommend possible solutions to the problems.

The company's sales performance is increasing every year. Paradizoo Theme Park management set a two percent increase for their sales, but when the year end the total sales exceed the two percent target of company. Sales were generated from entrance fee, paradizoo café, farm frenzie, log cabin, bromilliad pavilion, orchid pavilion, and pet cemetery. Most of the income generated area has a substantial increase year to year. The company used different promotional tools for them to increase their identity in the market it to increase their sales. The promotional tools are: web page, fliers and leaflets, banners and posters, traveling agencies and middle man, and lastly online bookings. Paradizoo Theme Park manage to have a partnership in different traveling agencies like Kyle Travel and Tours, Palanca Travel and Tours, Biyahe Tayo Travel and

Tours, etc. this traveling agencies brought a huge number of fieldtrips from different schools in manila and other places. Paradizoo Theme Park gave percentage and incentives for the effort of the traveling agencies and middle man. They also in partnership with different booking sites like metro deal, dragon pay, traveloka, etc., the same with the traveling agencies and middle man the company also give percentage and incentives for the online booking sites if they book a huge number of customers. Base on the company management the best promotional strategy that they have is using of intermediaries, the company used intermediaries for them to reach the whole market for the zoo industry. The company also experienced a problem, the major problem that the company face since the first day of its operation is the weather condition especially the rainy season, because the whole are is open field that is why if the rainy season comes the number of customer is decreasing.

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INTRODUCTION

A zoo is a collection of wild animals in captivity and may include 'zoological gardens, biological parks, safari parks, public aquariums, bird parks, reptile parks, insectariums, and other collections of wildlife primarily for public exhibition, education, scientific, and conservation purposes' (SEAZA, 2002: 1). There are about 10,000–12,000 zoos and animal parks in the world (WAZA, 2005), of which about 650–1000 are recognized internationally for their good practice in animal management and species conservation (Armstrong, Gibson, Howe & Porter., (1993). Zoos are urged by the global conservation community to enhance their conservation commitment in relation to their recreational and educational roles (WAZA, 2005). The Philippines is one of the 'hottest' of the 34 terrestrial hotspots in the world in terms of high vulnerability and irreplaceability of threatened species (Mittermeier, Robles, Hoffmann, Pilgrim, & Brooks. (2004). The Philippines is also on the top of the list of the 18 global marine