

American Academy

of Strategic Education

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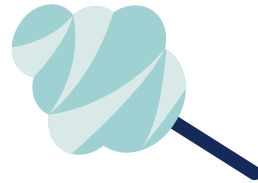
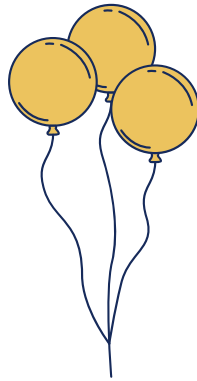


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DESIGN A THEME PARK BUSINESS PLAN!



BY: _____

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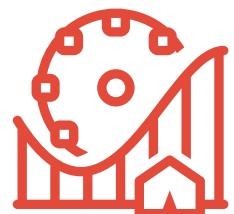
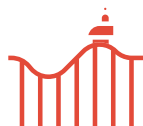
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| VOCABULARY | Learn proper business terms through a matching game |
| BRAINSTORM | Brainstorm what you know about the best theme parks |
| YOUR IDEAS | Answer questions based on your personal opinion to better help you create a theme park that everyone enjoys |
| TAKING A POLL | Take a poll of the people around you so you can find out what people like and dislike |
| GRAPHING DATA | Create a graph from the data you collected by inputting it into a computer-based data processing program |
| BUILDING YOUR BRAND | Come up with a slogan and brand to separate your business and theme park from everyone else |
| MARKETING STRATEGY | In order to best understand what people want, brainstorm ideas that will attract people to your park |
| ADVERTISING | Create a digital advertisement to be used in ads on websites and in apps to get people to notice your park |
| APP DESIGN | Build an app that will help your customers become more familiar with your theme park |
| THE RIDES | Construct and create rides that people will enjoy to bring in more business |
| THE PARK | A park isn't complete without a ticket booth! Create additional stations to make the theme park the best for the customers! |

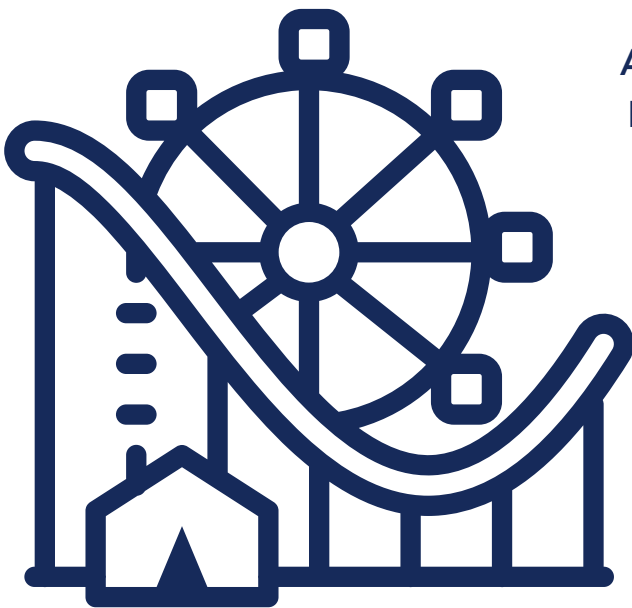


INTRODUCTION

IN THIS WORKBOOK, WE ARE TRYING TO STRETCH YOUR BUSINESS SKILLS, AND WHAT BETTER WAY THAN BY CREATING A THEME PARK BUSINESS PLAN!

YOUR JOB IS TO PUT TOGETHER A BUSINESS PLAN FOR A THEME PARK THAT HAS EVERYTHING NEEDED TO ATTRACT TOURISTS. THIS INCLUDES CREATING COOL ADVERTISEMENTS AND FUN RIDES. PUT YOUR IDEAS TO THE TEST AND SEE WHAT YOU CAN COME CREATE! KEEP IN MIND, THIS IS YOUR BUSINESS!

THE FIRST STEP IN BUILDING A THEME PARK IS CREATING A BUSINESS PLAN! THIS WILL HELP TO PROMOTE YOUR AWESOME AMUSEMENT PARK AND ATTRACTIONS. YOU'LL NEED TO CREATE A PLAN THAT INCLUDES THE TYPE OF FOOD, RIDES, ATTRACTIONS, AND ADVERTISEMENTS THAT WILL BRING IN THE MOST TOURISTS! LET YOUR IMAGINATION HELP YOU CREATE ALL OF THESE AWESOME IDEAS!



ALL OF THESE PAGES CAN BE MODIFIED TO FIT ALL GRADE LEVELS, ALTHOUGH THE YOUNGER STUDENTS MAY NEED MORE GUIDANCE AND INSTRUCTION TO BEST UNDERSTAND THE PROJECTS.



VOCAB MATCHING

BUSINESS

when a business has more expenses than revenue during a period

BUSINESS PLAN

a person who puts in money to an organization to help it profit with the expectation of gaining back that money with additional profit

ELEVATOR PITCH

the difference between amount earned and amount spent

EMPLOYEE

a person who starts a business because they see the need for their product or service in the market

ENTREPRENEUR

the income of the whole company

EXPENSE

document that outlines a business's future goals and objectives in order to be the most successful

LOSS

organization that manufactures and sells goods and service

INVESTOR

short yet persuasive sales pitch

PROFIT

a sort of selling technique in attempt to persuade someone or something to purchase a certain good or service

REVENUE

the money spent on creating and promoting a good or service

**SALES
PRESENTATION**

a person who is employed by an organization

YOUR IDEAS

Before planning our park, we need to think about what we want in our theme park. Answer the following questions

1 WHAT IS YOUR FAVORITE PART OF A THEME PARK? WHY?

2 WHAT IS YOUR LEAST FAVORITE PART OF A THEME PARK? WHY?

3 WHAT IS YOUR FAVORITE TREAT TO EAT AT A THEME PARK?

4 WHAT IS YOUR FAVORITE KIND OF RIDE?

GRAPHING DATA

Tally Chart: Ask 10 people the following question and keep track of their responses using tick-marks on the tally chart.

WHAT IS YOUR FAVORITE TYPE OF RIDE?

| RELAXING | SCARY – HAUNTED | SCARY – FAST, INVERTED, OR HEIGHT RELATED | WET |
|----------|--------------------|---|-----|
| | | | |

Graphing Results: You are able to graph the results of a poll if you have surveyed a large enough pool of people and if you have enough of the same categories of results. Create a spreadsheet with the following information:

| TYPE OF RIDE | TOTAL NUMBER OF PEOPLE WHO CHOSE THIS RESPONSE |
|-----------------------------|--|
| RELAXING | |
| SCARY– HAUNTED | |
| SCARY– FAST, INVERTED, HIGH | |
| WET | |

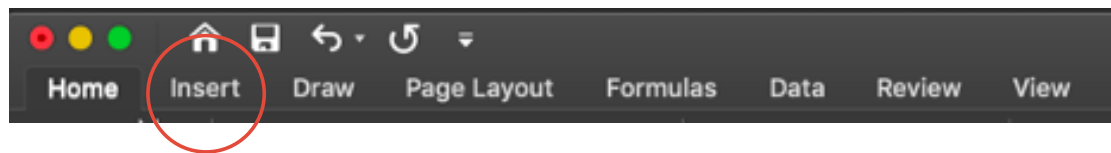


INSTRUCTIONS FOR GRAPHING DATA

Once you have all of the above information input into your spreadsheet, select the data with your cursor:

| Type of Ride | Total number of people who chose this response |
|---|--|
| Relaxing | 2 |
| Scary—haunted | 3 |
| Scary—fast, inverted, or height-related | 4 |
| Wet | 1 |

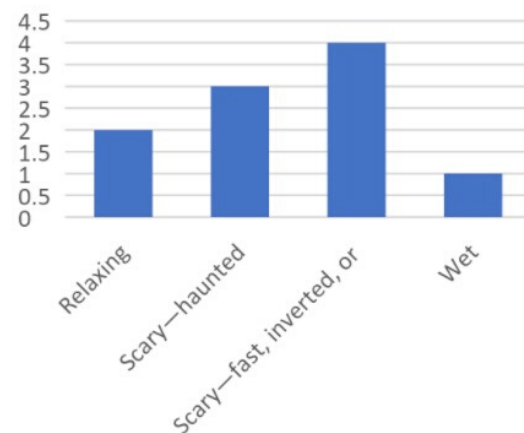
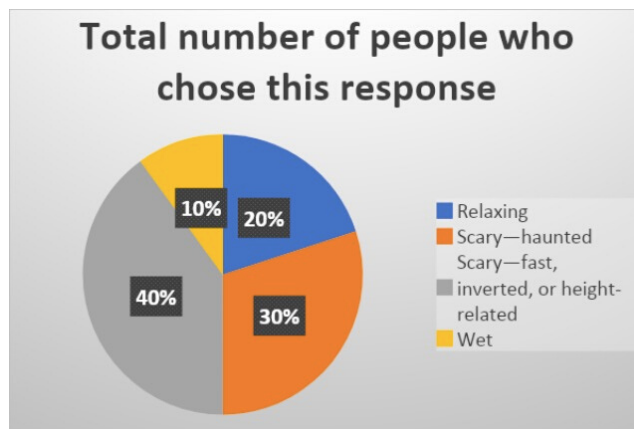
Then select "Insert":



Then select the type of chart you would like to use. You can try a few different ones.



After this, the program will create the chart based on the data you selected.



BUILD YOUR BRAND

Create an official name, logo, and slogan for the theme park.

THEME PARK NAME:

SLOGAN:

A slogan is a motto used for advertising and marketing.

LOGO:

A logo is a symbol or design to identify a business and set it apart from other businesses.

Design an official logo for your theme park.

Include:

- Theme park name
- 2-3 specific colors
- Add the slogan



MARKETING STRATEGY

List 10 reasons why people might want to visit your park!

1

2

3

4

5

6

7

8

9

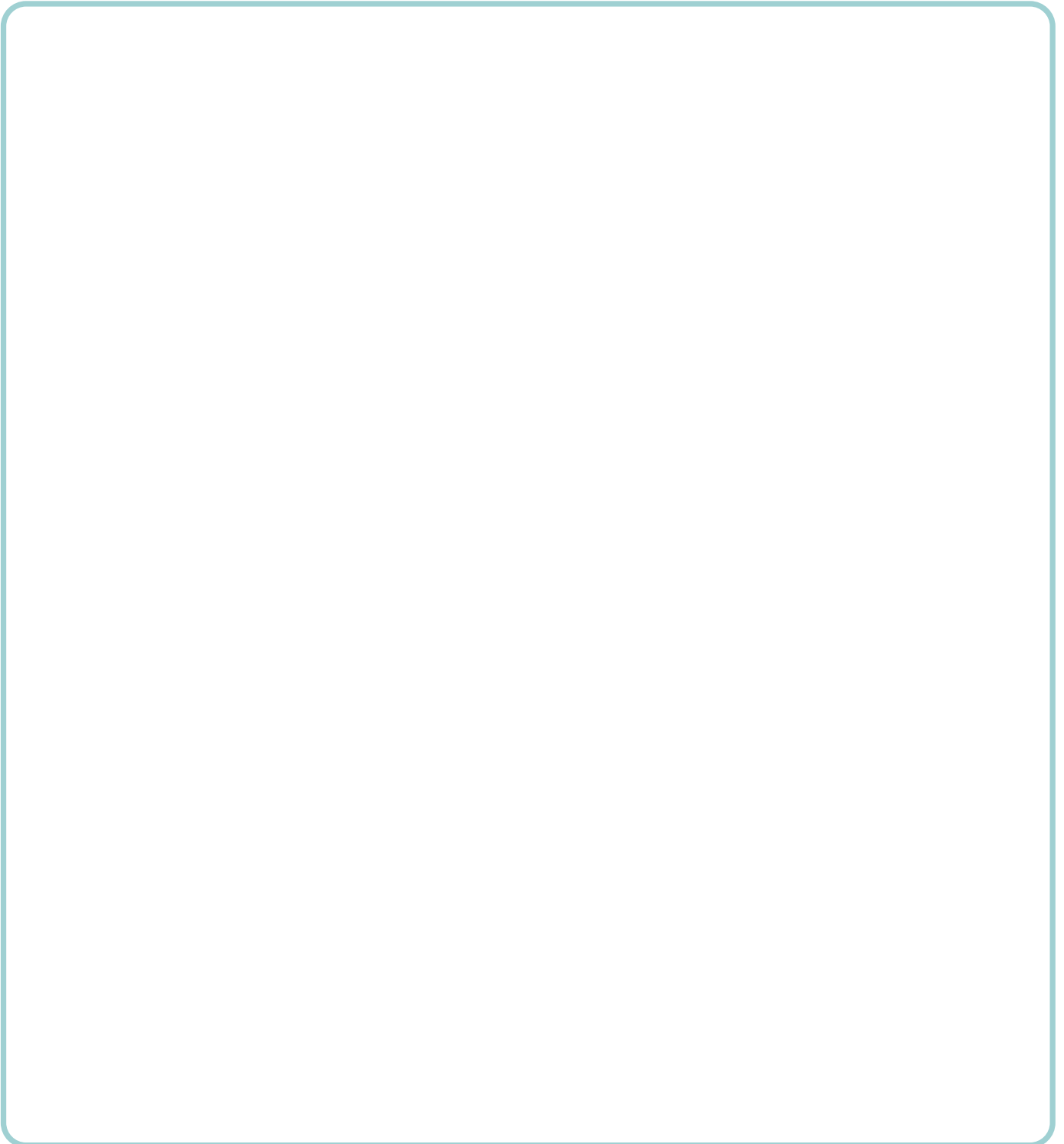
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ADVERTISING

CREATE A DIGITAL ADVERTISEMENT FOR YOUR THEME PARK

Use a digital app such as PowerPoint, Canva, Stencil, Snappa, etc.

Remember to include the park name, slogan, and logo in the advertisement! You can use other ideas such as people having fun, bright colors, or other elements you think will attract visitors!



DESIGN AN APP

Design and illustrate an app for the theme park. Include 3 drawings of screenshots of what the app will look like. For older students, create a fake digital prototype app using an app such as: Justinmind, Moqups, Proto, UxPin, or Hot Gloo.

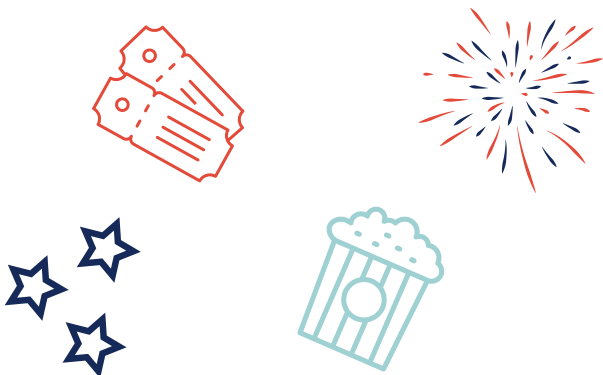
IDEAS COULD INCLUDE:

- HOMEPAGE
- MAPS
- PHOTOS
- REVIEWS
- DIRECTIONS
- RIDE INFORMATION
- LOGO, SLOGAN

APP PAGE 1:

APP PAGE 2:

APP PAGE 3:



THE RIDES

Create and name 4 rides the park will exhibit and draw a picture in the spaces below, or create the rides using a free digital drawing app such as Paintwork, Doodle Buddy, or Draw Free!

RIDE 1:

RIDE 2:

RIDE 3:

RIDE 4:

THE PARK

Design and illustrate an entrance, ticket booth, and food court for your theme park in the boxes below, or for the older students, create these features using one of the free digital drawing apps!

ENTRANCE

TICKET BOOTH

FOOD COURT