

SYDNEY ZOO

Operating a zoo

NAME:

Sydney Zoo is an example of a tertiary business – what does this mean?

How long has Sydney Zoo been trading?

Give an example and describe the impact of an external influence on the zoo.



How does the zoo ensure high quality customer service?



What are some stand out exhibits to you as a visitor?



How does Sydney Zoo get repeat visits from members?



What are the zoo's primary markets?

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.