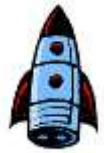




Lunar THEME PARK

Name _____



The year is 2050. Man is now colonising the moon and you have decided to open the first lunar theme park in history.

Your spending limit is £500 000

- You must carefully decide what sort of rides you are going to have. You also need to think about the other facilities visitors will need when they come to your theme park like toilets, cafes, shops and paths between all the facilities and rides.
- Many theme parks have different areas that are 'themed'. In other words they might have an African area, a wild west American area or an Old England area. Think carefully about what you want to have in yours.



Set up your theme park.

Your spending limit is £500 000. Design and draw your theme park on the squared paper. You must not go over your spending limit and you must have car parks, toilets, paths to connect all the items, cafes and shops for your visitors, not just rides.

Item	Number of squares	Cost
Major ride	9	£50 000
Minor ride	6	£20 000
Café	4	£10 000
Shop	4	£7 000
Vending machine	1	500
Toilets	4	£1 000
Paths		£200 per 5cm length
Lake		£5 000 per square
Car park		£500 per square

2. Running your theme park

To run your theme park 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?

ONGOING COSTS			
Item	Staff Costs	Electricity/ maintenance/ repairs	Total Costs per day
Major ride	£50	£60	£110
Minor ride	£40	£40	£80
Café	£30	£20	£50
Shop	£20	£20	£40
Toilet	£5	£5	£10



Lunar THEME PARK

Name _____



3. Decide on a price per person to enter your theme park.

You must make it cheap enough to attract visitors but enough to make a profit.

Decide on your price and enter it here £ _____

Day	No of visitors	Profit	Day	No of visitors	Profit
1	224		16	854	
2	132		17	375	
3	264		18	855	
4	398		19	964	
5	433		20	433	
6	253		21	275	
7	176		22	843	
8	157		23	1108	
9	524		24	423	
10	732		25	2867	
11	523		26	3853	
12	689		27	7443	
13	396		28	8465	
14	265		29	7423	
15	198		30	9426	



Lunar THEME PARK

Name _____



4. Profit and Loss!

Each visitor to your theme park will spend;

- £5 at each café you have
- £3 at each shop you have

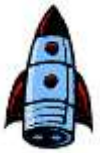
*Work out your total profit from the admission price (gate), cafes and shops.
Then take away your total costs that you have already worked out and find your profit or loss for each day.*

Day	Income				Total Costs (2)	Profit (1-2)
	Gate	Cafe	Shop	Total (1)		
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						



Lunar THEME PARK

Name _____



Day	Income				Total Costs (2)	Profit (1-2)
	Gate	Cafe	Shop	Total (1)		
14						
15						
16						
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30						



ADVERTISING BUDGET

5. Advertising!

You have to decide on the type of advertising you want to use to promote your theme park. The costs of the different types is given below.

- Design your advert.
- Present it to the class.

Your class will give you a rating of 1, 2 or 3 depending on how good they think your advert is, 1 being the best.

The number of extra visitors your advert will bring in per day depends on your rating.

- Work out the total extra profit you will get from your advertising.
- Was your advertising worth the cost? Was your advertising successful?

Method		Leaflet	Radio	TV
Cost		£10 000	£15 000	£30 000
Rating	1	100	150	200
	2	50	100	140
	3	20	40	80
		Extra visitors per day		