

Unit 2 – Business Dynamics

Research work for Pass 1 (Task1)– Market opportunities, aims and vision statements

These are some articles / sources to look at to improve your understanding – make notes as you read / watch them!

One example of Banham Zoo trying to develop market opportunities

<http://www.banhamzoo.co.uk/banham-zoo-hold-pokemon-go-lure-event/>

http://www.dissmercury.co.uk/news/banham_zoo_to_hold_pokemon_go_event_this_weekend_1_4630831

Can you find any more?

<http://www.banhamzoo.co.uk/about-us/latest-news/>

Use this article and find out more about vision statements

<http://www.businessnewsdaily.com/3882-vision-statement.html>

Use this article for the benefits of having aims

<http://smallbusiness.chron.com/benefits-goal-setting-2511.html>

Good on what mission statements are about and some benefits of them

www.psychologytoday.com/blog/smartwork/201004/vision-and-mission-whats-the-difference-and-why-does-it-matter

A video on vision statements and the benefit of having them

<https://www.youtube.com/watch?v=-goJlyhF0kQ>

What are the aims / vision for Banham Zoo ?

Note – Banham Zoo is part of ZSEA – Zoological Society of East Anglia – a registered charity which also includes Africa Alive

Find information about Banham Zoo's aims and vision here.

<http://www.banhamzoo.co.uk/zsea/>