

MK 322 In-class Assignment

Themes/Festival Centers- Retail Locations

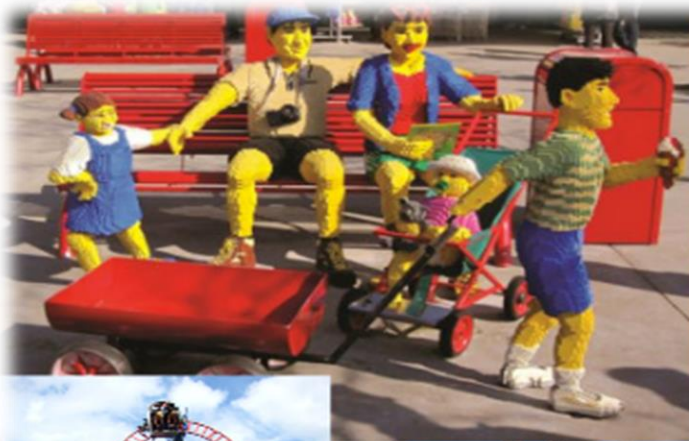
March 8, 2022



Team briefing:

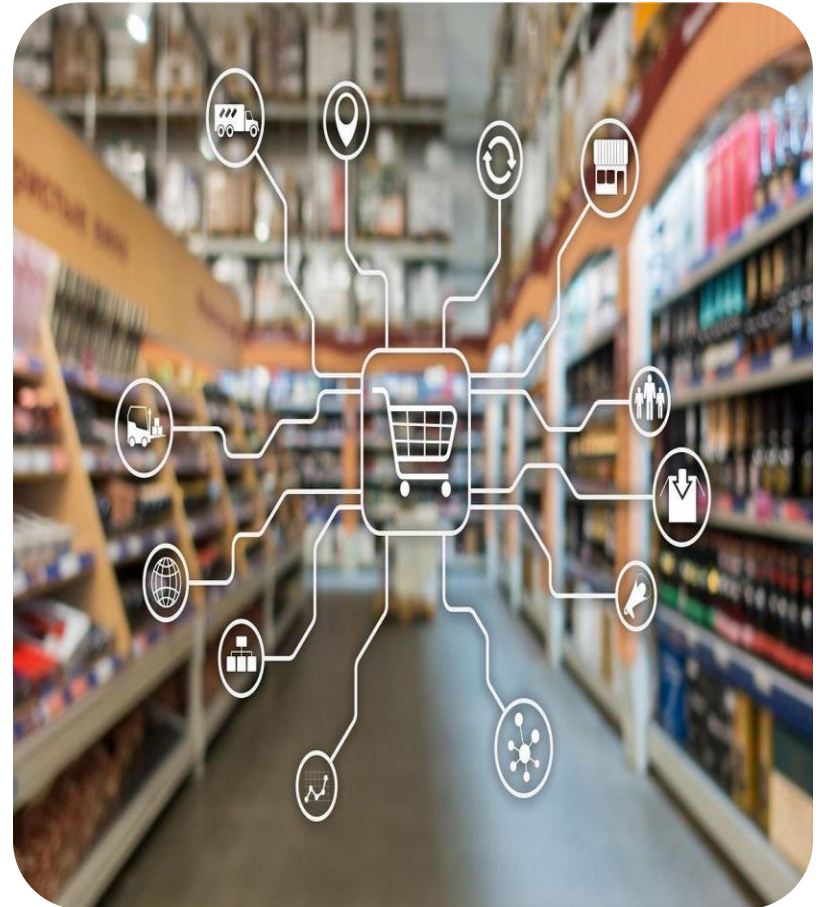
Pick one theme park and create one slide and tell me why your theme park is very successful.. please share first hand experience.. Analyze the success ...

In many theme parks, stores are located within major attractions to sell related merchandise. Sales at such stores form a significant portion of theme park profits. Typically, **store sales depend upon visitor flows through the attraction, customer satisfaction with the attraction, and the merchandise at the store.**



8 Retailers for MK 322

1. **Re-Tell-Lerr**
2. **Dreamwick**
3. **Peek A Book**
4. **Luke-Chin Khong Phoo**
5. **Manwhan**
6. **Chop Shop**
7. **Seven Wonders**
8. **Wat'Triple'Son**



Re-Tell-Lerr



LOTTE ADVENTURE WORLD

- PRICE DISCRIMINATION EX. PRICE BUNDLE FOR STUDENTS
- VARIETY OF PLAYTHINGS
- ADVANCED IN TECHNOLOGY
- CORPERATED WITH MANY COMPANIES IN DIFFERENT INDUSTRIES ESPECIALLY ENTERTAINMENT INDUSTRY EX. RUNNING MAN SHOW
- TOP OF MIND

LOCATIONS

- LOCATED IN THE CITY
- CONVICIENCE FOR TRANSPORTATION

Ticket Price

Park&Museum Pass
Single (age: 10-19) (10:00AM - 10:00PM) (1:00AM - 10:00PM)

Day	10:00AM - 10:00PM	1:00AM - 10:00PM
Adult	19,000 won	19,000 won
Child	13,000 won	13,000 won
Senior	17,000 won	17,000 won
Student	13,000 won	13,000 won

LOTTE WORLD

- HIGH MARKET POWER IN KOREA
- BRAND EXTENSION EX. HOTEL, SHOPPING MALL, CINEMA, MUSEUMS
- BRAND DIVERSIFICATION EX. SNACK

Dreamwikk



Characters from movies become realistic

Provide clear map helps customers not getting lost with having specific section of theme ex. Kids theme, Harry Potter

Express ticket saving time (price-value driven)

Universal Japan

How it becomes successful?

The amusement rides is suitable for all ages from young children to adult

They provide memorable fun photos that we are being on the ride to remind us that we have already been here.

Relationship among staffs and customers - staffs wearing mascot suit which give a lot of smiles to customers.

Having souvenir shops around the theme parks not just only the entrance and exit



Peek A Book



Luke-Chin Khong Pooh





Disney land




Our experience

- There're several cartoon that show Disney characters
- It has a change and adjust of activity and plaything, so it be excited every times when we go and gets the new experience
- Convenience for customers who do not want to transport, so it has Disney resort for them

- It is from a cartoon childhood memory.
- It has a parade that links to the cartoon character.
- There are several merchandises that are interesting.

why sucessful

- Top of mind
- Accessible
- For every ages group of people
- Family experiences
- Fully serving for hedonic need
- Application for watching the available amusement park rides



Manwhan



UNIVERSAL STUDIO

EXPERIENCE UNIVERSAL STUDIO DELIVER GRAND EXPERIENCE USING UNIQUE PRODUCTS AND FLIM BASED REFERENCES TO ATTRACT CUSTOMER MAINLY TARGETING CHILDREN AND ADOLESCENES.

KEY SUCCESS UNIVERSAL STUDIO IMPROVES AND ADAPT THEIR AMUSEMENT RIDE. THIS MAKE THEIR RIDE INTERESTING AND DISTINCTIVE. IN ADDITION, THEY ALSO OFFER GOOD SERVICES AND PROMOTION OFFER. OVERALL, RESULTING IN THE COMPANY GAINING HUGE AMOUNT OF LOYAL CUSTOMERS.

EXPERIENCE UNIVERSAL STUDIO IT IS AN AMUSEMENT PARK THAT BRINGS FAMOUS MOVIES TOGETHER IN ONE PLACE AND CREATES AN EXCITING EXPERIENCE OF PLAYING AND CUTE SOUVENIRS AND THE THEME WILL CHANGE EVERY SEASON SO IT WILL NOT BE BORING.

KEY SUCCESS PROVIDING DIFFERENT TYPES OF TICKET OPTIONS TO MEET THE DIVERSE NEEDS OF CUSTOMERS EX: USJ, EXPRESS PASS, USJ VIP



EXPERIENCE UNIVERSAL STUDIO HAS PROVIDED A LOT OF FANTASTIC THEMES TOGETHER THE ADVANCED PLAYTHINGS. THE MOST ATTRACTIVE THEME IS THE WIZARDING WORLD OF HARRY POTTER.

KEY SUCCESS HARRY POTTER IS THE MOST POPULAR LITERATURE WORLDWIDE SINCE MANY PEOPLE HAVE CONSIDERED HARRY POTTER IS THE MUST MOVIE THAT SHOULD NOT HAVE MISSED!

EXPERIENCE UNIVERSAL STUDIO HIGHLIGHTS ITS DIVERSE CULTURES THROUGH SEASONAL EVENTS AND STREET PARADES.

KEY SUCCESS THE TOURISM SECTOR THAT COMES TO VISIT AS A LANDMARK AND IT INCLUDES NOT ONLY THE AMUSEMENT PARK BUT ALSO SHOPS FOR SOUVENIR, RESTAURANTS, AND VARIETY OF SHOWS.



EXPERIENCE UNIVERSAL STUDIO ATTRACT PEOPLE UTILIZING THE MOVIE FRANCHISE. THE PARK FRANCHISE ARE USUALLY THE ONE THAT ARE RECENT AND RELEVANT TO CURRENT GOER.

KEY SUCCESS IMMERSIVE EXPERIENCE. THE MAIN RIDE OF THE UNIVERSAL STUDIO UTILIZE EITHER ANIMATRONIC OR USE OF 3D. WHICH MAKE THE EXPERIENCE SEEM IMMERSIVE THAN MOST RIDES.



Chop Shop



UNIVERSAL STUDIO

MOVIE RELATED PRODUCT

Sell products and souvenir that are movie related, such as movie characters, which provide memorable experience for the customers

WELL-KNOWN MOVIES

- Jurassic World
- Harry Potter
- Mummy
- Etc.
- Transformers
- Shrek
- Despicable me

TECHNOLOGY

Many innovations have been created to make customers have an easy time staying in Universal studio such as body dry during a

MORE THRILLING RIDE & ADULT-FRIENDLY

Rides like The Mummy or Battlestar Galactica Cylon are fast and suitable for thrill-seekers. Rides are edgier and less fairytale -focused.

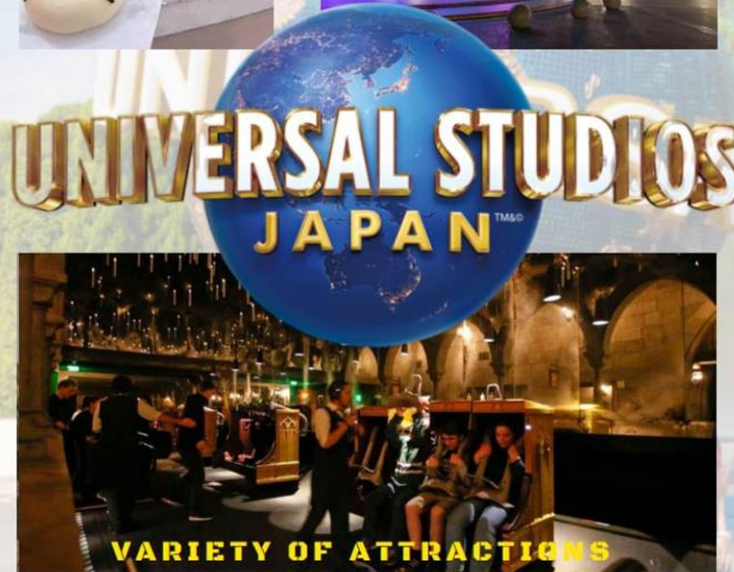
GREAT CUSTOMER SERVICES

The employees have a wonderful service -mind and great suggestions for the ride

PRIME LOCATION

Located in the large area, where customers can easily travel , and near the place where customer usually visit

Seven Wonders



Wat'Triple'Son



REASONS THAT EVERLAND IS SO SUCCESSFUL

1

Everland is located near the city that tourists and Korean people can easily travel to the theme park. Other theme parks are normally located in the countryside that can be one of the limitations for the consumers.



2

2-IN-1 PARK OF JOY

Everland is like 2-in-1, this means that Everland has both amusement park and zoo in the place. Where friends and family can equally enjoy depending on their preferences. For some travellers can go to zoo instead as they are scared to take the rollercoasters.



3

SAFARI IN THEME PARK

Rather than a theme park, Everland features an open safari view that spans a large area, with the opportunity to meet a live predator directly beneath you.





RAZORFOX
CREATIVE



DISNEYOPA @ DISNEYLAND PARIS



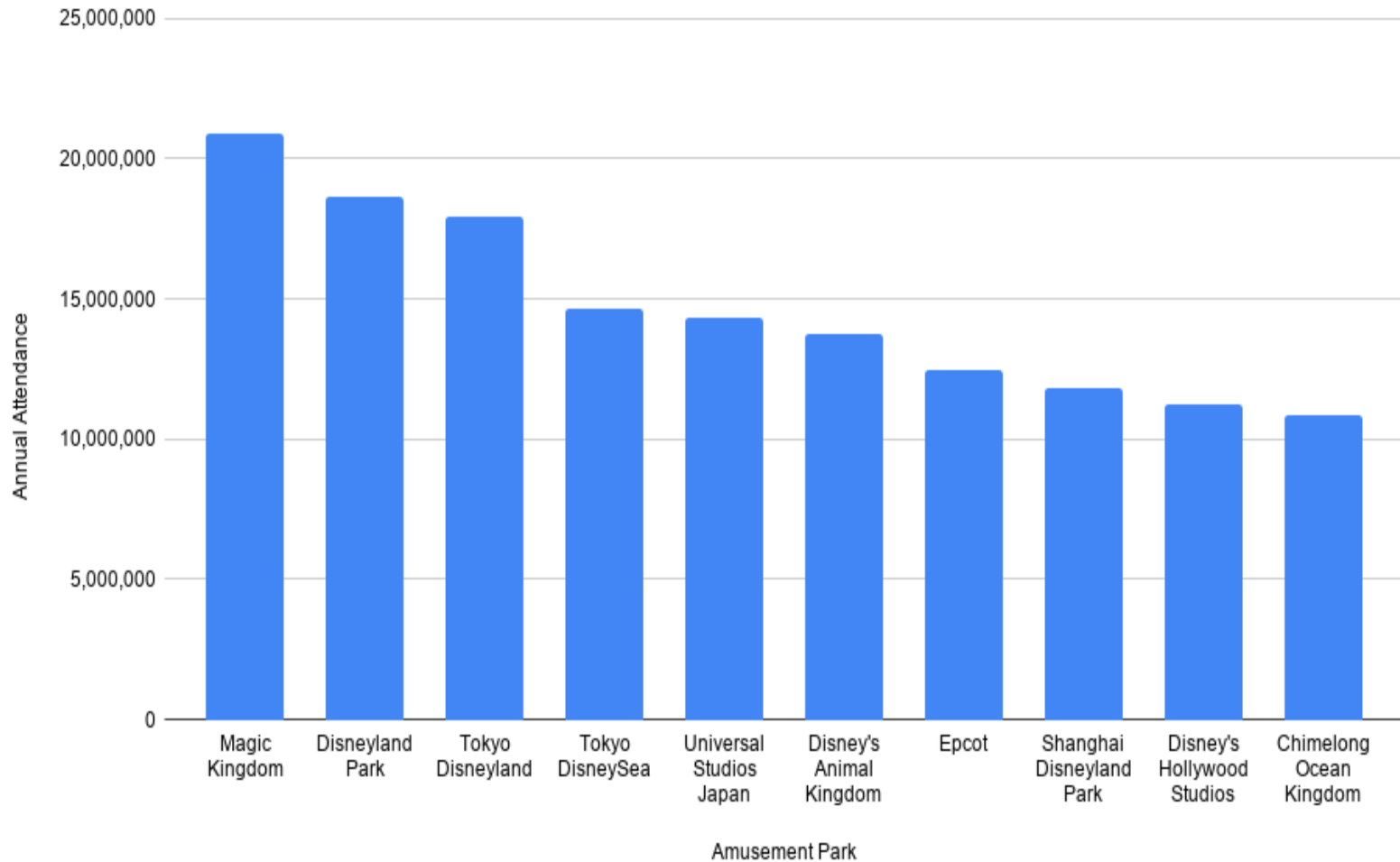






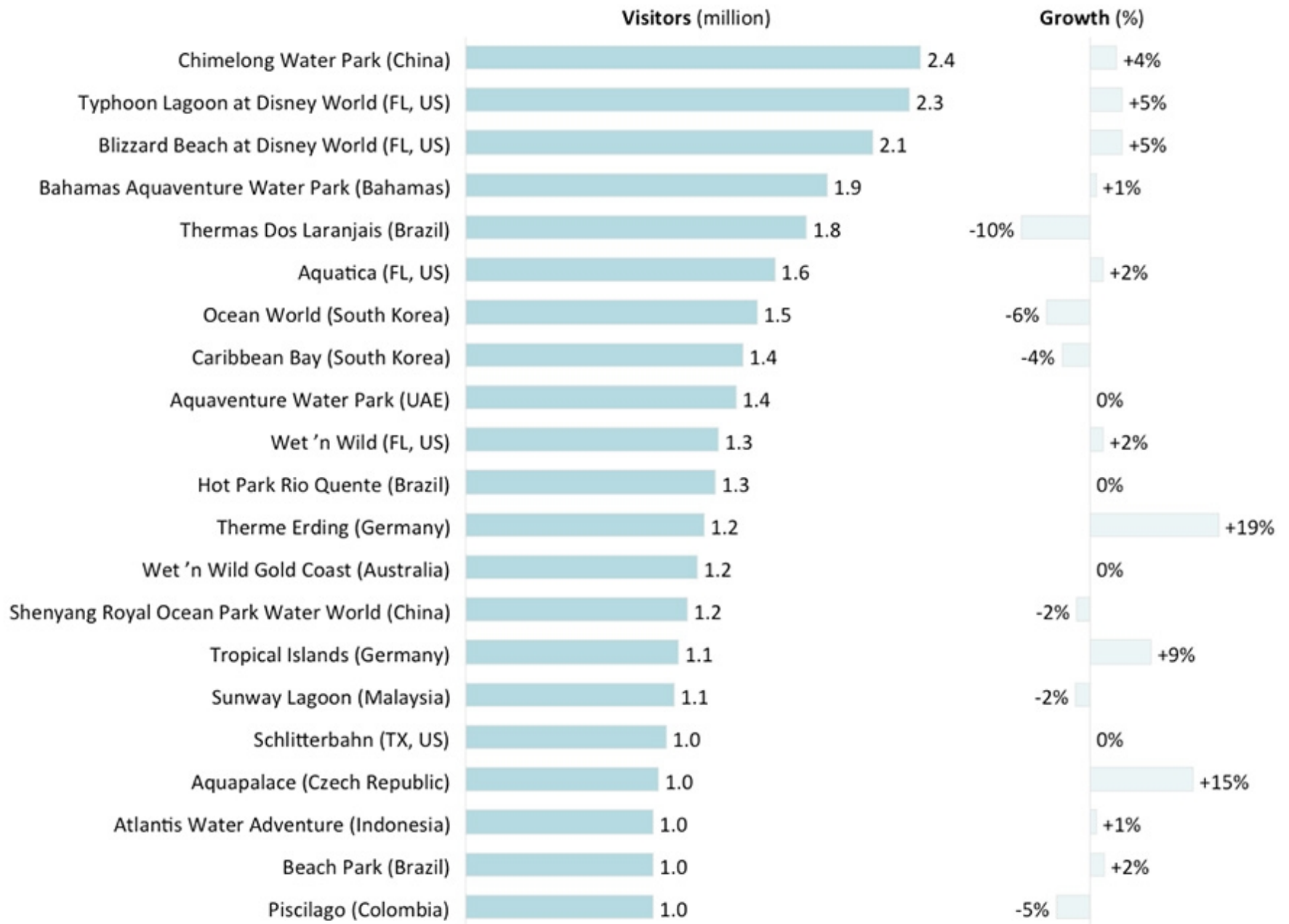


Most Visited Amusement Parks in the World



[Source: Top 10 Best Amusement Parks in the World 2020, Top Amusement Parks \(bizvibe.com\)](#)

The 20 largest waterparks of the globe



Disney's Business Model Canvas

