

SWOT-ANALYSIS AND CONCEPT DEVELOPMENT ZOOLOGICAL GARDEN ROSTOCK



Source: www.zoo-rostock.de

Client: Hansestadt Rostock
Year: 1998 – 1999
Location: Rostock (Mecklenburg-Western Pomerania),
Germany

Brief Description:

The aim of the study was to perform a SWOT-Analysis to show strengths, weaknesses, opportunities and threats based on the current and possible future offer-structure of the Zoo Rostock.

Furthermore a new concept for the zoo, a marketing concept and a new thematic positioning as a themed zoo was developed in cooperation with KMF Werbung GmbH, Hamburg and Petri & Tiemann, Hamburg.

Tasks:

- Site Analysis
- Market and Demand Analysis
- Concept Development
- Visitor Projection
- Profitability Calculations for alternative Offers

Additional informations can be found at www.zoo-rostock.de.