

Management in practice (M5X02110) by Rebecca Reynolds (1701301)

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Alton Tower facts

- Grounds first opened in 1860. In 1980, it was then known as a theme park
- Aims to attract families and thrill seekers
- Alton towers is located on over 500 acres of land
- One of the leading United Kingdoms theme park
- Over 50 ride and attractions
- 2.5 millions guests every year

Alton towers,2019

Environmental analysis

Swot analysis

Pestle analysis







PESTLE ANALYSIS

Source: National geographic, 2019

Political- Tax rates, corporation, business rates, minimum wage, Brexit uncertainty, EU trade

Economic- Economic growth (GDP), inflation rate, interest rate and unemployment rates

Socio-cultural- Belief and values, trends, unique experiences and ageing population

Technological- Smartphone app, advanced technology on rides

Legal- Health and safety laws, equality

Environmental- Climate change, sustainability and environmental laws.



Source: Learning tree international,2018

SWOT

Strengths

- Attracts a variety of demographics
- Strong brand image

Weaknesses

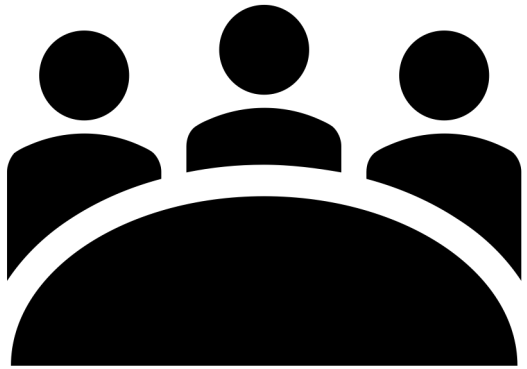
- Expensive to other organisations
- Technical faults

Opportunities

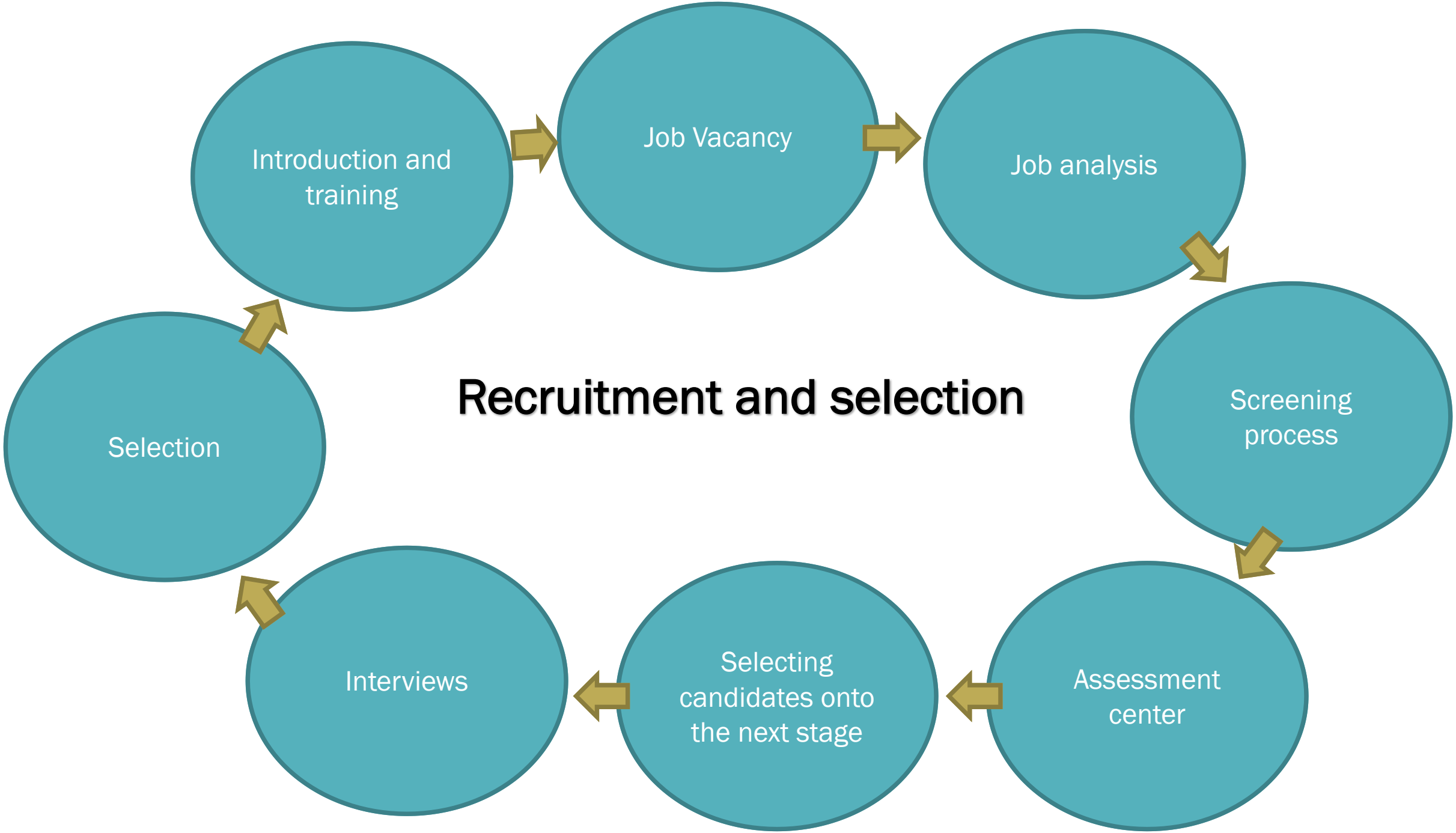
- Collaboration with other businesses
- Technology

Threats

- weather
- terrorism
- Competition



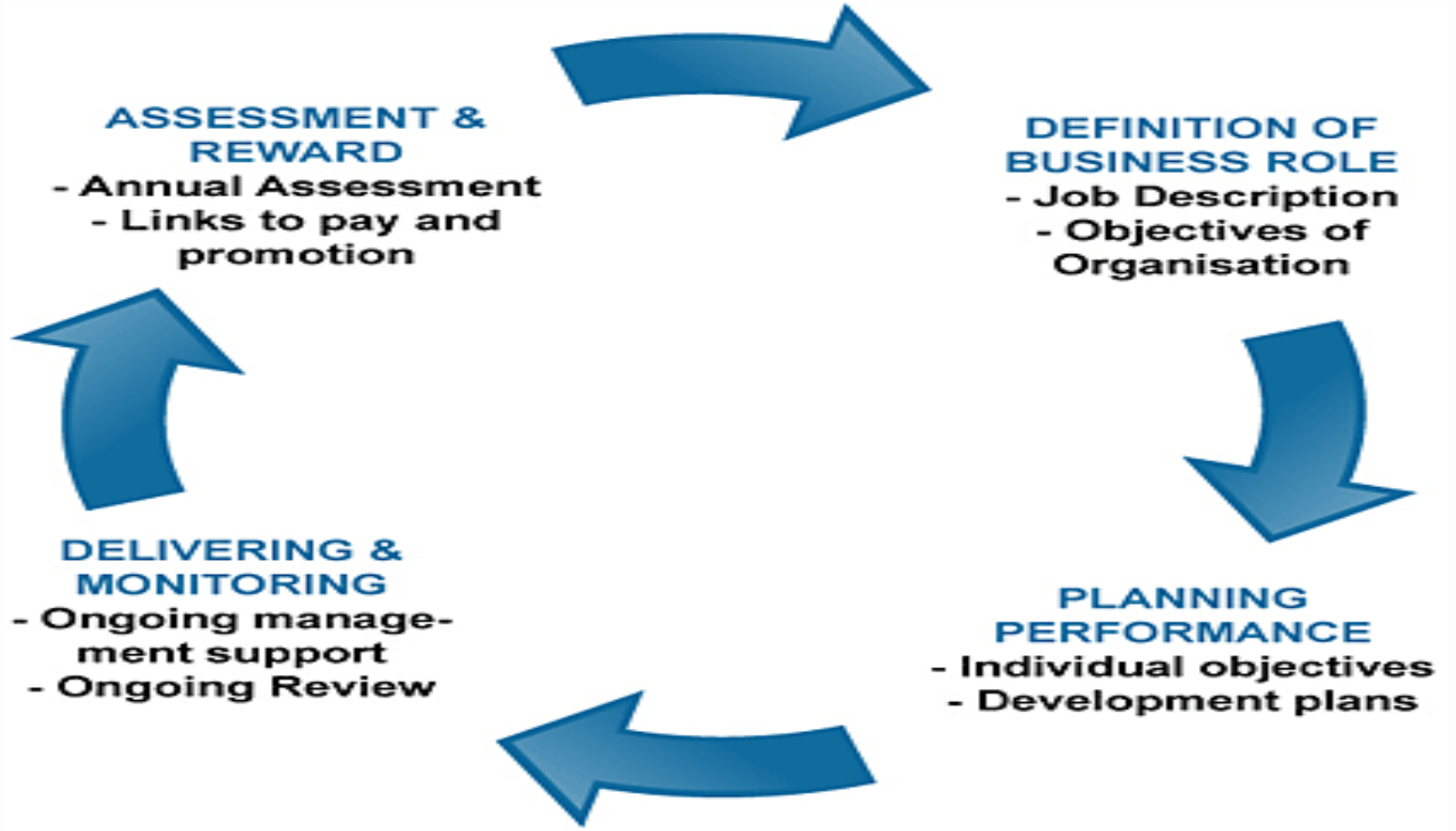
PERFORMANCE MANAGEMENT AUDIT


Recruitment and selection
Introduction and training
Job Vacancy
Job analysis
Screening process
Assessment center
Selecting candidates onto the next stage
Interviews
Selection

Equality and diversity

- What is discrimination? (Claydon and Beard, 2010)
- The Equality Act (2010) – protects people in the work place from discrimination (Gov, 2019)
- Protected characteristics
- Merlin aim to increase gender diversity (Alton towers,2019)

- Article by Pond (2016) states how she was discriminated against by not being let on a ride.



Source: Armstrong,2012

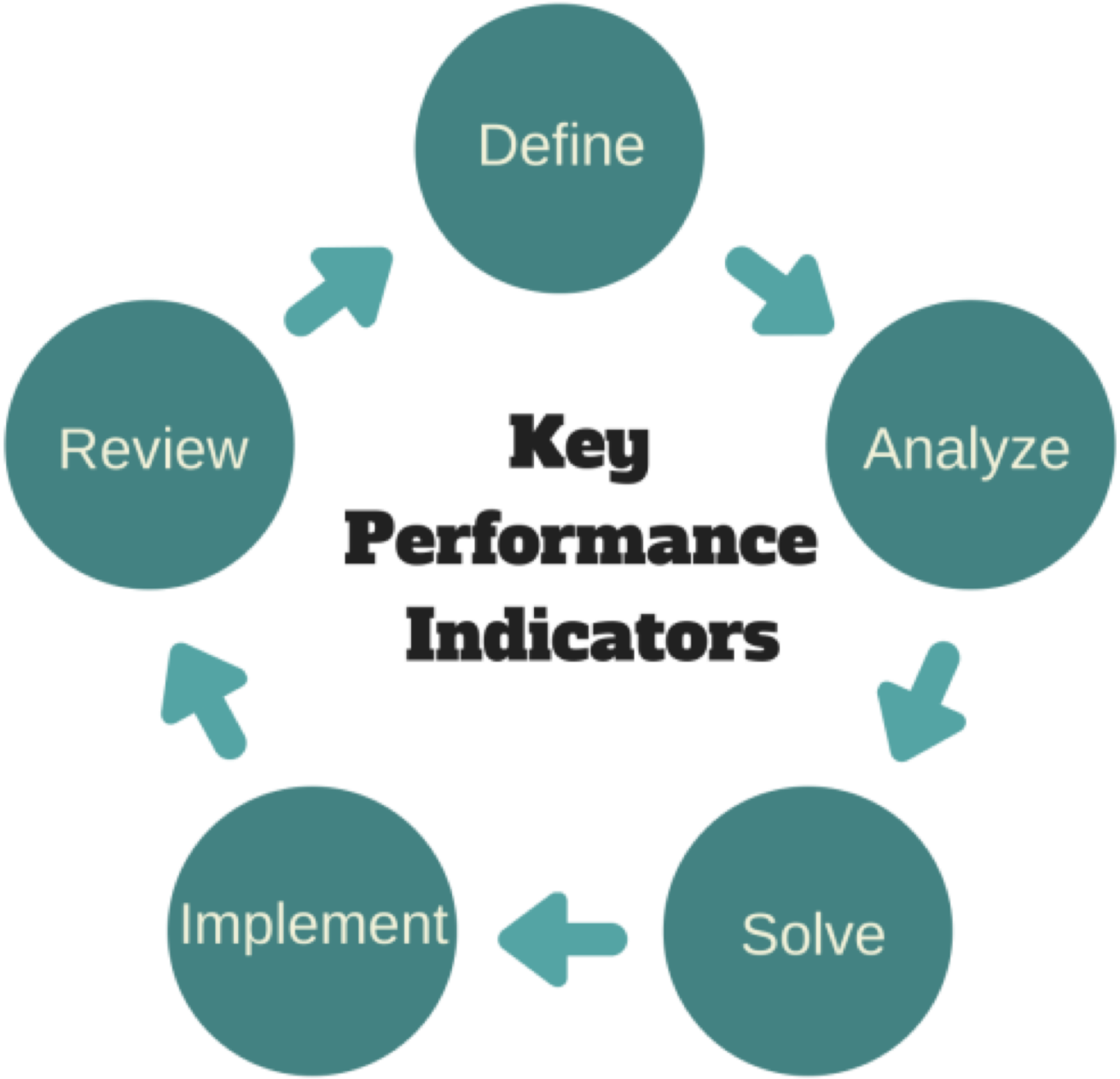
AMO theory

Ability

Motivation

Opportunities

Van Waeyenberg, T, (2018)



Source: Advanced web ranking, 2019



FINANCIAL AUDIT

- Ratio analysis
- Smart objectives







Recommendations

- To promote more health and safety after repercussions of the Smiler accident to make customers feel more safe.
- Increase more promotional marketing to increase awareness of product in order to stand out from competitors
- Offer value for money, more deals on tickets or reduced prices due to the uncertainty on Brexit.
- Utilize the natural environment

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