

# **THE STRATEGIC AND FINANCIAL PLANNING FOR A THEME PARK IN KARACHI**

**BY**

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### Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
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**ABSTRACT**

The proposal has been developed by considering the major two factors i.e. attracting the potential investors and to utilize the space in profitable manner. The report describes the business proposal over a theme park situated in Karachi. It includes the strategic and financial planning for a theme park. Many aspects of the theme park project, which will form a basic substantial investment decision are covered in the proposal. However, these aspects also includes the production, marketing, finance and business factors. Government policies and issues, tourism effect, industrial analysis, customer spending capacity are further factors that has been incorporated in the report. Financial planning includes the detailed project summary, project cost, capital structure, and mode of financing, economic evaluation along with the ten years projected financial statements. The testing and development of the project is based on the hypothetical data resulting that the proposal is going to be successful in the foreseeable future. This business plan also aims to develop such goodwill which leads to customer loyalty providing the serene and ecological environment to visitors competing international standards. The business project has been designed in a way that will help local as well as foreign investors too.