

AQUA FUN RESORT

REVAMPING THE MARKETING STRATEGY



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ABSTRACT

This paper revolves around developing a viable expansion strategy to turn Aqua Fun Resort, an amusement park, into a more profitable business. Based on research there is a great window of opportunity in Pakistan for 360 Virtual Reality Technology and theme-based parks therefore, the strategy is to introduce theme-based visitor's attractions that bids fair to yield more traffic and profits. Moreover, a social media strategy is also introduced to reach out to a greater chunk of target market in a cost-efficient manner. This research is applied and can be benefited from by entrepreneurs in tourism industry.



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EXECUTIVE SUMMARY

This project seeks to understand the changing dynamics of tourism industry with special focus on Family Entertainment Centers (FECs) and utilizing the acquired data and insights to redesign the marketing strategy of Aqua Fun Resort which currently face loopholes in four areas of its strategy including, promotion strategy, pricing strategy, positioning strategy and product strategy. It has not been able to establish recognition and brand image among target market more over it has failed to capitalize on its potential.

Companies need to adapt to the changing political, economic. Social and technical environment and more importantly the trending demands of the target market. In order for aqua fun resort to acquire a differentiated image cost efficient and effective revamping is a must. Undertaking this task is no doubt time taking and would require heavy amount of capital but it bids fair to be successful.

Aqua Fun Resort will shift its image from a casual amusement park to a theme park that has latest Virtual Reality Technology inculcated for the first time in Pakistan. Moreover implementation of strategies all together will complement each others effectiveness and lead the brand towards the desired goal of being taken as a credible and novel brand with conspicuous market presence.



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