



Business at Tapnell Farm Park

STUDENT INTRODUCTION

- ▶ Tapnell Farm Park is a much-loved tourist attraction in the rural west of the Isle of Wight. It is one of the newer Island businesses and is very successful.
- ▶ Therefore, it is an ideal venue for investigating aspects of business in the tourism sector.

Why study here?

- ▶ This farm attraction offers an opportunity to ask questions, research and develop an understanding of many business aspects, including:
 - ✓ Business objectives (including eco-business)
 - ✓ Marketing
 - ✓ Operations management.

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You can arrange a visit to Tapnell Farm Park to undertake case study research, ask questions, or undertake investigations into specific areas of business as appropriate to the qualification being studied. This could include:

- ✓ Enterprise and entrepreneurship
- ✓ Spotting a business opportunity
- ✓ Putting a business idea into practice
- ✓ Making the business effective
- ✓ Understanding external influences on business
- ✓ Growing the business
- ✓ Making marketing decisions
- ✓ Making operational decisions
- ✓ Making financial decisions
- ✓ Making human resource decisions.



Contact the team at Education Destination or Tapnell Farm Park directly to tailor a school or college visit to your needs, with regard to the investigation or case study relating to your course.

