

## **Case Study 12**

### **Ocean Park: In the face of competition from Hong Kong Disneyland**

#### **Case Study Assignments**

1. How would you evaluate the market positioning of Ocean Park?
2. What would you include in a business plan for Ocean Park to submit to banks for raising the commercial loans?
3. What makes Ocean Park an organisation of service excellence?
4. How would you assess Ocean Park's likelihood of raising funds it needs from the banking sector in order to implement its master plan?
5. What kind of security arrangements could be used in this particular case?