

1 Challenges and Scopes of Establishing a New Amusement Park 2 in Khulna City, Bangladesh

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6

7 **Abstract**

8 Amusement park is not only a source of entertainment but also a vibrant source of profit for a
9 country. Rapid economic growth along with evolving of service sector espouses a substantial
10 number of people who have regular income with diversified need. Among those needs
11 entertainment plays a very important role. Because today's people are very much concern
12 about their mental health. They are aggressively active in entertainment market in order to
13 maintain as well bring something new to their busy and rigid life structure. On the other
14 hand, already structured Bangladesh theme park sector cannot no longer rely on centered
15 leading due to immense competition and rapid evolving global market. It needs to be spared
16 throughout the country. In order to earn handsome profit as well as ensure continuous growth,
17 any entertainment sector needs to find new areas for providing service. Starting a new venture
18 with new items with latest technology, extreme customer care and promptness in all area of
19 operation can be finest solution of it. Today's very much competitive business world it has
20 become the toughest task to achieve customer satisfaction through quality service. In case of
21 starting a new business and survive by competing with the prevailed sectors is more difficult.
22 Because in every steps the customer will compare the aspects or offering of the current sectors
23 with the new one. To maintain customer satisfaction it is necessary to understand the
24 perception, attitude, expectation, psychology and motivation about a particular issue.
25 considering this, in the very challenging environment any organization needs to keep the
26 improvement flow smoother and marketing properly through effective planning and execution
27 of conception, quality pricing and promotional campaign and selecting the exact distribution
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31 **Index terms**— Amusement, challenge, scope

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2 B) CHALLENGES FOR STARTING A NEW AMUSEMENT PARK IN KHULNA CITY

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51 through the measurement of customer expectation.

52 Keyword : Amusement, challenge, scope.

53 1 I. BACKGROUND OF AMUSEMENT PARK OF THE 54 CITY

55 n the last two decade, there has been a revolutionary development in the enjoyment park sector in Bangladesh.
56 The establishment and development of such theme park introduced a new era of entertainment for the people of
57 Khulna also. To keep attached with this experience the idea of theme park introduced here. In the city there are
58 three amusement parks available with same level of services for its visitors. Because the rides, time of operation,
59 service charge or other facilities are more or less same or there are very little differences among them.

60 The first amusement park was introduced in Khulna in the year 1981 at Jahanabad Cantonment with the
61 direct control and supervision of Army Core Infantry. Many retired persons were jointed with the authority
62 later. From the very beginning it is providing its service with zoo. The initial capital of the park was about 25
63 million with a land property of 2 acre. The second amusement park of Khulna "Wonder Land" in Khalishpur
64 started at June 7, 1996 with the cooperation of Khulna City Corporation. The owner of the park is G.M.M
65 Rahman who has another six parks in different areas of Bangladesh. The city corporation leased the total land
66 for the park for 20 years with a charge of 0.25 million for first 10 years and 0.35 million for the next 10 years. The
67 third and last theme park "Mujgunni Shishu Park" started its operation in 31st January 2007 at Mujgunni, Boyra
68 with 70.5 million initial capital and land area of 5 acre. The total number of visitors of these parks per month
69 is about two thousand for each and revenue per month is approximately Tk. 1,50,000.00 Same types of rides
70 are available in all three parks. In the zoo there are very few numbers of animals and birds. Most of the cases
71 are empty now. a) Challenges and scopes of starting a new business Every business has complex involvement
72 with other people, groups and organizations in a society. Some of these are intended and desired where some
73 others are unintentional and not desired. The factors with which a business is involved have an interest in the
74 decision, action and participation of that business. Customers, suppliers, employees, owners, creditors and local
75 communities are affected by the profitability, prosperity and economic success of the business. Because each
76 needs the others; each influences other. Business and the related aspects are entwined so completely that an
77 action taken by one will inevitably affect the other.

78 To fulfill the customer's demand and objectives, vision and strategies of the forthcoming venture some factors
79 must need to analysis. Because the business acts to produce goods and services that the customer want, recognize
80 the social impacts and of its activities and is concerned with the social and economic affects. Market feasibility,
81 financial availability, and profitability of the business are the most vital aspects that should be I clarified before
82 starting the business. This study helps to identify the probable challenges as well as find the prospected areas for
83 the business. Any business needs to understand economic phase, marketability, corporate social responsibilities,
84 competitive challenges, government rules, corporation and public regulations, business ethics, ecology and other
85 environmental issues.

86 On the basis of challenges, activities of all business assumption about where to concentrate, compete and
87 how. This strategic process produces major changes in virtually every future action. Sometimes business needs
88 restructure the operation, eliminate some activities that seems too distant from the company's strength or too
89 vulnerable to competitors. Recognition of business operation occurs frequently when the company tries to improve
90 the quality of the product comparing the competitors, reduce the cost and improve the speed with which they
91 respond to customers by using the scope available in its environment.

92 2 b) Challenges for starting a new amusement park in Khulna 93 city

94 A number of factors play major role in determining overall success or failure of the business of an amusement
95 park. It is just like a swimmer who needs to understand condition in the water. The business must know the
96 basic environmental aspects to properly maneuver them for future success. At the time of feasibility analysis
97 of the amusement park -The Fantasy World different challenges and scope came forward to us we our projected
98 amusement park may consider issues given below;

99 3 i. Economic challenges

100 The economic dimension of a venture's general environment is the overall health of economic system in which
101 the business operates. Particularly important economic factors that the new venture must consider are available
102 market information, inflation, rate of interest and scope for bank loan, availability of fund for new business,
103 employment-unemployment situation etc. For a new business like an amusement park, these factors should be
104 considered and evaluate very carefully. Because these factors affect the demand for different products one hand
105 and another hand determines the future profitability or chance of durability of the business. The major economic
106 challenges for our business are; Unstructured market information: At the time of establishing a new business, the
107 entrepreneurs needs organized or reliable source to acquire the facts about the market condition. But in Khulna
108 there is hardly any source of structured market information. It is an impediment to pre-business viability and
109 business operations. Business needs to rely upon the business associate, other predecessor's experience, suppliers
110 and their bankable customers. For a new venture there is no authentic source of business information or any
111 publications that can act as relevant source to fix the future course of actions. Unavailability of Bank loan and
112 higher cost of capital: The business is owned by equity shareholders and the prospected investment in this park
113 is Tk 10 crore. At first a loan of Tk.5 crore was asked from Standard Chartered Bank, but the bank was not
114 interested to handle this amount. The bank agreed to lend Tk. 3 crore only for the project. So, we need to
115 convince another financial institution Lanka-Bangla Finance Ltd. to lend us another Tk. 2 crore for this project.
116 For the bank loan we have to pay 15% interest where the Lanka Bangla Finance Ltd. is charging 17% for their
117 amount.

118 Lack of interest in investment in entertainment sector: In Khulna most of the investors are disinterested to
119 invest in entertainment sectors. Still they consider it as a non profitable sector. This factor acts as constrain to
120 develop the theme park sector of Khulna. Different entrepreneurs are interested in highly profitable sectors. The
121 City Corporation and other organizations are not so much conscious about the necessity of this sector Overall
122 economic condition of the city: Industrial city Khulna has lost its tradition long before. The turnover of the Jute
123 and paper industries creates serious unemployment problems in the recent years. As a result the overall economic
124 condition of the city is so poor especially in some industrial area it can act as a threat for the profitability of the
125 park.

126 ii. Marketing challenges Today's marketing is all about creating customer value and building long term
127 customer relationship. It starts with understanding the needs and wants, deciding in which market the business
128 can serve best and developing a compelling value proposition by which the business can win, keep and grow its
129 customers. If any business does so it can reap the reward in terms of profitability and customer equity. The
130 factors which act as barriers for the development of a new amusement park in Khulna city are Competition from
131 the very beginning: The competitors of a new business are the other business organization that will compete with
132 the new one for survival and growth. Different business organizations compete for different kinds of resources
133 like-quality services, performance of its employees, technological breakthrough etc. The park it will face the vast
134 competition from the beginning of its operation. Because there are already three entertainment parks available in
135 Khulna within smaller distance. At the initial stages it will take time to gain the customer loyalty Needs of vast
136 promotion: The people are known about the service level of three existing amusement park of Khulna. We are
137 offering unique service in terms of high-tech rides, water world, special event arrangement facilities and full time
138 transportation. To inform the potential visitors about the specialty and uniqueness of the service huge promotion
139 is required before and after the starting of the business. It increases the fixed as well as the maintenance cost of
140 the park.

141 Over expectation of the visitors: At the time of starting a business the expectation of the customer remain
142 very high. The service quality of the existing park is dissatisfactory according to the visitors. So they fixed up
143 their expectation very high. So we need to fulfill the sky high expectation to attract and retain most possible
144 visitors for the park. If there are any gap between the desired expectation and service level the park always bears
145 the threat to lose its potential customers in future. It is not possible to identify the exact level of the expectation
146 of the people.

147 Diversified need of the visitors: Need and demand of the people change very quickly. They are always looking
148 for better option and frequently switch from one to another. From the very beginning we are going to offer
149 different service which is totally new in Khulna. But entertainment sector is already developed in different parts
150 Bangladesh and offering diversified services as it is in Fantasy Kingdom. The comparison with those theme
151 parks may increase the expectation of the bankable visitors. The diversified need and higher expectation is a big
152 challenge to us to meet the diversified need and meet the expectation level.

153 iii. Geographical challenges At the time of choosing the location for a business it seeks for some geographical
154 advantages from there. With the advantages each business faces some problems raised from geography. The
155 geographical barriers for the development of an amusement park in Khulna are Frequent natural deserter: In
156 Khulna the impact of natural calamities is intense. The proximity to Sundarban bears a risk of regular natural
157 disaster. Natural disasters destroy the properties. The asymmetrical nature of the weather is a vital challenge
158 for the business as well as for the visitors.

159 Unskilled Human resource: In Khulna the labor cost comparatively low and there is huge supply of labor. But
160 the problem is that most of them are semiskilled or unskilled. They have the experience of working in different
161 jute or paper industries. This labor force is not appropriate for the operation of high-tech amusement park.

5 V. OTHER CHALLENGES

162 Lack of training facilities: For a business to survive and prosper it must be able to identify, select, develop and
163 retain qualified personnel. They are the most important resource of a business. Because they supply the talent,
164 skills, knowledge and experience to achieve the organization's objectives. At the initial stage it is difficult to get
165 skilled labor to maintain the activities. Because in Khulna there is no scope to train the people with modern
166 technology which is specially required in the operation of an amusement park. So it requires huge amount
167 of money to properly train up the labor to get optimum service for them Administrative constrains: For the
168 establishment and development of a business the administration plays a crucial role. The proper assistance from
169 the administrative sector can accelerate the pace of operation of the business. Thus can be an obstacle in the
170 way of its operation. The administrative body creates various problems for the new entrepreneurs as;

171 Bureaucratic process in licensing: Licensing is a key issue for starting a new business. For the establishment
172 almost 14 to 15 licenses are mandatory as trade license, city corporation permission, and environmental clearances.
173 The process of licensing is very lengthy and takes huge time to get any information or permission in every
174 administrative sphere. The persons related to the task, are highly corrupted in most of the places. The difficulties
175 in acquiring the licenses for the business associated with bureaucratic procedure, corruption and lack of proper
176 guideline Problems in acquiring machineries and other instrument: To ensure the best quality entertainment, the
177 park needs modern machineries for rides. Some local machines can be procured in the workshops at Dhaka. But
178 in case of foreign machineries and equipments, problems raised when it arrived in Chittagong port and requires
179 customs clearance. It had to wait a long time and high tax charge and inducement in different places increase
180 the cost.

181 Land Procurement Problems: At the time of selecting a land for an amusement park, some aspects are
182 considered very carefully. One hand, it requires huge land area, on the other hand it needs to be situated in such
183 a place that is accessible to the visitors. In Khulna there are so many places to establish an entertainment park.
184 For our projected park we acquired land in Nirala-Gollamari main point (Agrani Bank Town) With out the help
185 of City Corporation it is almost impossible to continue it properly. But it is so taught to get the permission from
186 the City Corporation by showing appropriate field of an amusement park.

187 4 iv. Technological Challenges

188 Technology has an enormous effect in business operation specially where the major business activities are operated
189 and controlled by it. The dominant feature of technology is change and more change. Technology forces change
190 on people whether they are prepared for it or not. In case of our operation we are committed to ensure the
191 superior service in terms of different rides with the help of modern technology.

192 Lack of technical experts: Today's industries are the midst of technological revolution. Modern technology is
193 evolving at breakneck speed. Robotic and laser technology also are making their presence felt in the workplace.
194 A business like amusement park needs to update its facilities with new technology to compete. But Khulna is
195 still in a primitive stage so far as its technology is concerned in case of using high-tech technologies for park
196 purposes. To introduce the modern technology technically skilled human recourse required. But in Khulna it is
197 difficult get such technical expert to operates the machineries or rides.

198 Problems in case of technological failure: For the operation of our amusement park, we are going to use modern
199 technology which is totally new in Khulna. Most of them are imported. If the machineries or rides fail to operate
200 properly or any technical difficulties arise, there is a huge chance to stop the major operation of the park for
201 a long time. The substitutes of the machineries of the park are not available in the local market of Khulna or
202 no technically expert organization to repair it within a short time. It may incur a huge loss for the business

203 Inadequate energy supply: The rides of the amusement park are operated mainly by electricity. But due to
204 inadequate energy supply it may create serious problem to operate in full swing. Moreover it may incurs loss due
205 start-up & shutdown wastages and irrational labor utilization.

206 5 v. Other Challenges

207 Beside those problems there are some other difficulties in case of operating a business of amusement park. They
208 are described below; Socio-cultural measurement: As the world moves towards it is strikingly obvious that any
209 business needs to operate within complex webs of social responsibilities. The structure, design or strategies have
210 been driven by intense competition in the market. Socio-cultural aspect includes the customs, norms, values and
211 demographic characteristics of the society in which the business organization function. Within the socio-cultural
212 boundary the needs, demand, emotion, expectation etc are shaped. In case of amusement park, it is very essential
213 to carefully choose the entertainment items whether it matches with the practiced customs, justified the values,
214 touch the emotion or fulfill the desired expectation of its customers or not. If there remain any gap between the
215 performance and expectation, it creates distance then the business may not exist for longer period of time. Before
216 starting the full range operation it is too difficult to measure the socio-culture approach towards the business like
217 an amusement park Insufficient entrepreneurial counseling: At the initial phase of a business counseling could
218 help and encourage people to start own venture. But in Khulna there is no chance to get any sort of effective
219 counseling from any organization.

220 **6 Absence of research and development facilities:**

221 There are very commonly perceived and also perhaps generally encountered difficulties of operation of a business
222 like amusement park. However a close scrutiny and careful interpretation trends to reveal the lack of institutional
223 credit, non availability of working capital, low level of technology, market access problems. Systematic and in-
224 depth studies based on sufficiently large sample are needed to precisely identify the operational woes of the
225 different categories of any business. Through research and development required investigation and survey can
226 be conducted to overcome the disputes. For different business there is no standard research and development
227 organization that can conduct necessary research and work as a reliable source for the new business Regulatory
228 agencies & interest group: Regulatory agencies are the part of environment that has the potential to control,
229 legislate or influence the policies and practices of a business. For example Environment Protection Agency. They
230 have the tendency to create immense pressure before starting the park concerning some environmental and social
231 issues.

232 Legal & Political interruption: It refers to the government regulation of business and the general relationship
233 between business and government. For a new venture it is important for several reasons. Because the current
234 legal structure of a particular region partially defines what the organization can or cannot do in future. Pro-
235 business or anti-business approach in government influences the business behavior, shaped the types of operation
236 or promotional activities. On the other hand, political stability has ramification for future planning for the
237 business.

238 Absence of clear-cut government policies: For the business of an amusement park we need to fulfill all the
239 requirement like other common business. There are some restrictions in establishing the park that we faced at
240 the time of marketability study. But still there is no clear-cut government rules regarding the complete business
241 action of an amusement park.

242 Image development Challenge: For any new business it is so important to build up strong image among the
243 people by providing superior service comparing to its competitors. Image is more than just mane or impression.
244 It is a key element in the business's relationship with the customers. In case of an amusement park it represents
245 the visitor's perception and feeling about the performance level or everything that they want from an amusement
246 park. The real image of a park is to capture consumer preference and loyalty. Because if we can't successfully
247 build a positive and strong image among the people, there is no chance to survive for the long time.

248 **7 c) Scope of a new amusement park in Khulna**

249 The scope of business in Khulna is comprehensive. The location in the south-west region of the country with
250 a number of good navigable rivers, educational hub tourism based area; flood free flat land helps us to boost
251 up our business. Khulna is considered as the regional capital and it has the large integrated port facility.
252 The transportation, communication, the linkage with other towns and growth centers raw materials and labor
253 availability, can make it the most important trade city in the region. It is also to revive the economical sectors by
254 developing different industrial and service sectors. There remains a huge demand of an excellent entertainment
255 place for all aged people of Khulna. Because the existing parks or other entertainment places are not providing
256 standard services. The service level is also more or less same. For the entertainment the people usually go out
257 of Khulna. If we able to establish world class entertainment park with modern technology, first rate security
258 it certain that it will able to attain and retain huge visitors that will contribute in the local as well as in
259 the national economy. The scopes for the establishment of an amusement park in Khulna are described below i.
260 Geographical Advantages Khulna in located on a natural levee of the Rupsha and Bhairab rivers and characterized
261 by Ganges tidal floodplain. As a divisional city Khulna is getting some geographical facilities which will help a
262 new amusement park for future prospects. Easy transportation and communication system of the city will able
263 to attract more visitors. On the other hand telecommunication system is most available in the city. To visit
264 different attractive sites like Sundarban, Khanjahan Ali Mazar Shat Gombug Masque, Mongla port, so many
265 people home and abroad need to pass through Khulna. These people can be our bankable customer. Many
266 industries of Khulna have closed down. So there remain so many people unemployed. For different services this
267 labor force will act as the prospect for the park. Because the availability of unemployed people will lower labor
268 cost. Land of Khulna city is quite plane and fertile. So it is easy to establish the park on the plane land easily.

269 The weather of Khulna is so appropriate that the outside visitors will not face any problem to adjust with
270 its environment. Besides bearable average temperature, and consistent behavior of the nature is also a plus
271 point ii. Demographical Scope In Khulna there is moderately rapid population growth mainly due to rural-urban
272 migration. Population composition is characterized by a preponderance of children and young and low population
273 of aged people. It bears a relatively a high literacy rate comparing other cities. Gross population density is high
274 about 1800 per square Km. and large population of the city is engaged in informal sector activity. The people of
275 Khulna city is really peace loving. They willingly participate all cultural programs strongly. They yearn for spent
276 money for recreation. And frequently arrange different program in different occasions. The cultural mentality of
277 the general people will be a vital source of prosperity.

278 iii. Economic Advantage To be financial profitable, our park will attain some economic advantages form
279 different areas. The prospected areas are; Low living cost: Though the economic condition of the city is not
280 improved the people bear the capacity to spend money in entertainment sector. The life leading cost of Khulna
281 is low than the other parts of Bangladesh .As the living cost is low, the people can easily expend money for their

9 A) RECOMMENDATIONS

282 enjoyment Income Structure: Though the turnover of different jute and paper industries decline the purchasing
283 power of the people in some areas the income level of the city is still high. The main income sources are agriculture
284 , frozen fish exporting (specially prone) ,Business, Government and non government service. The people have
285 the capacity to spent money for amusement.

286 Employment opportunity: Through the park a large number of unemployed people will get the chance to
287 contribute in pre or post construction activities of the park. Ultimately it will contribute it improve the overall
288 economic condition of the city. For any business increase the standard of living is one of the most important
289 motives. We are not apart from it. Obviously the employment opportunity will help a large portion to increase
290 the standard of living as a part of our social commitment.

291 8 iv. Other Opportunities

292 For stay in Khulna there are three "Three Star" hotel and more than fifty normal hotel in Khulna that will help
293 us to attract outside customer There are two public universities, four private universities, one medical college, ten
294 collage, eleven high school and more than two hundred primary & kinder garden school in Khulna city. There are
295 more than three Lac students studying in all of these educational institutes. They can be the valuable customer.
296 Most of the Govt. organizations, Private organizations including banks, insurance company, telecommunication
297 organization and some service providing organizations run their activities in Khulna city. So, the employee of
298 those organizations and their family can be considered as our valuable customer.

299 Most of the shrimp exporting business organizations established in Khulna. Their foreign and outer business
300 parties can also be considered as our valuable customer.

301 Through the park we are offering such services that totally match with the religious and cultural values of the
302 people of Khulna. So it may create emotional bonding with the people and the park.

303 The huge need of fun and amusement in Khulna region forces to build mind-blowing places for entertainment.
304 Not only form the view of gaining profit but also to entertain exhausted people of Khulna. In our country, this
305 sector is introduced the beginning of 90's and others part of Bangladesh has already developed many creative
306 and amusement sites Khulna as a divisional city has a great need of secured recreation place. The city has all
307 the resources available with a lack of taking initiatives. From the customer point of view it is quite clear that
308 they are fully dissatisfied with the service status of the existing parks. Though there are some problems for the
309 establishment of a park, it is also true that it can be easily overcome those difficulties and find a prospect to gain
310 profit and ensure a healthy entertainment source as a part of our social responsibilities. But we never unfasten
311 from our social commitment. The establishment of a Park will aim at a higher technological use, less idle land
312 and lower employment rate by attracting more visitors. In the long run Khulna will have more powerful global
313 competitiveness, more business opportunities, and finally fulfill the goal of sustainable development.

314 9 a) Recommendations

315 Government and local authorities should come forward to facilitate the entertainment sectors by proving loan at
316 lower interest rate and tax exemption facilities. Because it is an exciting profitable earning sector. There should
317 be the opportunity of increasing the training facilities for the unskilled human resource for different purpose of
318 an amusement park The use of technology should increase to make the total operation more effective and efficient
319 Bureaucratic procedure in pre-business activities as licensing and corruption should remove. ¹ ²

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320 .1 March

321 II. ??ONCLUSION

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