



Business Basics

Workbook for students aged 12 ~ 14

Name:

School:

Date of Visit:



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Welcome to Disneyland® Paris



It's really great that you're coming to visit us at Disneyland® Paris. We are all looking forward to meeting you – and we know you're going to have fun and discover lots during your time with us.

In this Workbook, we've put together masses of inside information, incredible facts and fun projects for you to do during your stay.

Have a fun time!

Do:

- Remember to take this pack, a notebook and some pens and pencils
- Bring good shoes and wet weather gear and please wear a shirt and shoes at all times – even if it's really hot
- Pick up a Park Guide at the entrance to both of the Disney® Parks – it will help you find your way around and give you the times for the parades and shows; together with locations and times of character meet n greets



Don't:

- Get lost:** always arrange a meeting place with your teacher and agree a time to meet – a good place is the information board at the top of Main Street, U.S.A® just in front of Sleeping Beauty Castle in Disneyland Park or at Guest Services in Walt Disney Studios® Park
- Get hurt:** read the safety notes at the entrance to all the attractions – they are there to keep you safe! Please make sure that you read them and do what they say – it is not sensible to ignore these notes – you could injure yourself and other people



Before You Travel

Before you join us in Resort, why not check your knowledge about the Walt Disney Company and the Disney Destinations.

1	What famous Disney Character is also called Topolino, Mi Lao Shu and Miki Tikus? For an extra point, when was he born?		
2	What was the name of Walt Disney's famous film about a boy whose nose grew when he told lies?		
3	Name two other Disney Destinations outside of America and Europe, one point for each		
4	On which attraction would you meet pirates? For an extra point, which Land and Disney® Park would you be in?		
5	How many visits a year are made to Disneyland® Paris?	5 million, 8 million, 15 million	
6	What do you think is the most popular item of merchandise in the Resort?		
7	How many salads do you think are sold on an average day in both Disney Parks?		
8	How does Disneyland Paris find out what their guests think of the Resort?		
9	What are the people who work at the Resort called?		
10	How many people work here?	8,000, 13,000, 14,000	
			My score out of 14 is

Answers:

- 1 Mickey Mouse, 1928
- 2 Pinocchio
- 3 Tokyo Disneyland, Hong Kong Disneyland
- 4 Pirates of the Caribbean, Adventureland, Disneyland Park
- 5 15 million
- 6 Autograph Book
- 7 2268
- 8 Guest survey
- 9 Cast Members
- 10 13,000






Maths and Budgets Facts




Here are some approximate costs of meals in the Resort:

-  A salad costs around €6.50
-  A fizzy drink costs around €2.50
-  A pizza costs around €8.50
-  Breakfast with Disney Characters for guests staying in a Disney Hotel costs around €17 Adult- €12 Child





Getting to Disneyland® Paris:




-  An adult return ticket by Eurostar direct to Disneyland Paris costs from £69 return.
-  You can fly to Charles de Gaulle airport from £104 (return flight) per person
-  There are four day coach trips from around £217 per adult for 4 days/3 nights

-  Lowest cost item of merchandise is a candy Cola Stick which costs 3 cents
-  Highest cost item of merchandise is a Sony Camcorder €1699
-  The most popular item of merchandise is an Autograph book – 308,000 are sold every year!



A room for two adults and two children (aged 3-11) for 2 nights, including continental breakfast and Disney Park tickets costs from:

-  £346 at Disney's Hotel Santa Fe®
-  A similar room at the Disneyland® Hotel is £946

-  An adult one day, 1 Park Ticket costs approximately £48
-  A child's ticket (ages 3-11) costs approximately £41
-  Tickets to Buffalo Bill's Wild West Show (2nd category seating) costs approximately £53 adult and £40 child (ages 3-11)



**Prices as at September 2009.
Prices are a guide only, for the purposes of this exercise.*

Maths and Budgets Project

My Budget

Before you travel, create a budget for your visit to Disneyland® Paris. You will also need to check the Euro exchange rate.

When you are in the Resort compare your estimated costs with the actual costs. We have put in a few items for you; try to add anything else you might want to spend your money on.

Item	Estimated Cost	Actual Cost
Travel and hotel costs paid to school		
Meals day one		
Meals day two		
Meals day three		
Postcards to family		
Present for mum and dad		
Present for me		
Totals		

Family Budget

From the figures on the previous page, work out a budget for a family of four (2 adults and 2 children aged 3-11) visiting Disneyland Paris for two days. Include travel, Disney Hotel (which includes continental breakfast and Disney Park tickets), meals, tickets to Buffalo Bills Wild West Show and spending money.

Item	Cost
Totals	



ICT and Food Operations Facts

In an average day both Disney Parks serve up:

- 🍷 Coca Cola: 4292 litres
- 🍷 Salads: 2268 (excludes salads purchased as part of a set menu)
- 🍷 Burgers: 7852
- 🍷 Sandwiches: 2423
- 🍷 Portions of chips: 800
- 🍷 Pizzas: 2814
- 🍷 Yoghurts: 769 (excludes yoghurts purchased as part of a set menu)



There are 1150 Cast Members (Disney Employees) that work in the Food Department.

Jobs include:

- 🍷 Cashiers
- 🍷 Servers
- 🍷 Hosts
- 🍷 Chefs
- 🍷 Till Staff
- 🍷 Trainers
- 🍷 Bar Staff
- 🍷 Managers
- 🍷 Team Leaders
- 🍷 Senior Managers

Statistics provided are for the purpose of this exercise only.



- 🍷 All stock control and ordering is done by the 'Economat' tills at all food outlets. They pass all the orders via the computer system "GOLD" that is connected to most suppliers. On receipt the order is sent out
- 🍷 GOLD is also used for stock control, and helps keep an eye on Food & Beverage costs
- 🍷 A new POS solution has been implemented in all Merchandise outlets, in replacement of the vintage 1992 IBM POS solution, between April 2007 and July 2009, company-wide (Disneyland and Walt Disney Studios, Disney Village, hotels, backstage and Val d'Europe shops). Approximately 280 new POS terminals have been installed in shops, with Toshiba hardware running the Revelation application distributed in France by Amadeus Hospitality and developed by the InfoGenesis US company, which was acquired by Agilysys in 2007
- 🍷 The reservation system is called Dining Reservation System (DRS) and can be used to reserve a table in any table service restaurant in the Resort



ICT and Food Operations Project

When food is ordered from a restaurant, an automated ICT process automatically re-orders the item so that the stocks do not run out.

Think about taking this one stage further, what if you had an interactive menu? When you sat at the table you would see a screen which would show you all the food available on the menu. All you would have to do would be to touch the screen to order your meal.

1. What sort of information do you think the screen would have to give?

2. What would be the advantages?

3. What would be the disadvantages?

4. What else would a restaurant manager need to use IT for?

Create a flowchart here to show how the computerised system you have will connect terminals, storage etc.



Customer Service Facts

- To find out what the guests think about Disneyland® Paris many surveys are taken every day
- Entry surveys are taken when people first get to the Parks to find out what people are expecting
- Longer satisfaction surveys are taken at the Parks and Disney Hotels
- Email surveys are sent to guests when they get back home



The result of the surveys in 2008 was:

- Completely or very satisfied: 70%
- Satisfied: 25%
- Somewhat dissatisfied or dissatisfied: 5%

- The Cast Members (Disney Employees) use a hand held computer to complete the surveys
- Once the information is received management reports are prepared
- This helps everyone maintain customer satisfaction and identify any problem areas



Customer Service Project

1. Before you travel

Design a survey using ICT to find out what your friends thought about their trip to Disneyland® Paris and print off some copies to take with you. You could ask them to give scores out of 10 to the following items (0 = not very good; 5 = okay; 10 = excellent).

	Scores					
Name						
Disneyland® Park						
Walt Disney Studios® Park						
Disney® Village						
Disney® Hotel						
Food						
Cost of food						
The workbook activities						

2. On the way home

Ask six of your friends to complete the survey questions.

3. Back in school

Analyse the results and explain your results in percentages.



Teamwork and Communication Facts

All Disney Cast Members (Disney Employees) have to attend a training programme called Disney Traditions. Each Cast Member takes part in this one-day session as soon as they are hired. The objectives of this training programme are:

- To welcome new Cast Members and make them feel at home at Disneyland Paris
- To aid new Cast Members in identifying the principal expectations of guests and give them the means to respond.



Cast Members working in the boutiques need to learn all about:

- Dealing with people
- Using the tills
- Displays
- Re-ordering
- Labelling

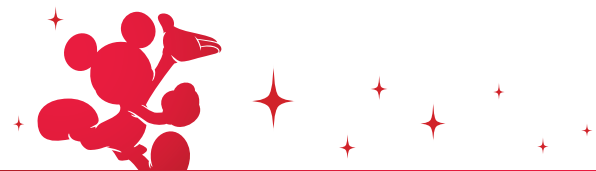
- It is preferable that Cast Members speak both English and French – but there are many Cast Members that speak French and another European language or English and another European language
- Some Cast Members can speak up to 5 other languages
- 39% of Disneyland Paris guests come from France, 52% come from other European Union Countries and the remaining 9% come from other countries around the world
- Disney Cast Members are highly trained in teamwork and communication skills
- All Disney employees are called Cast Members, because they are all performers and part of the 'show' that is Disneyland Paris



Team Work and Communication Project

You'll find good teamwork right across the Resort. Watch Cast Members at work in the Disney® Hotels, boutiques and Disney® Parks, and then list the ten qualities you think are needed to work in the Resort.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	



Summing Up

My Visit To Disneyland® Paris

When you return to school, create a PowerPoint presentation of your visit to Disneyland® Paris. You could show it to your friends during a school assembly.

To help you, we've put together some images of the Resort. You can find them in the Image Gallery at www.disneylandparis4schools.com

On your journey home you can think about each slide and plan it using this storyboard.

	Pictures	Words
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		



When you come again



As you will have discovered, there are lots of opportunities for you to have fun and learn at Disneyland® Paris.

We hope that you will come again, as a student, with your parents, or in years to come with your own family, perhaps at one of our special seasons like Halloween and Christmas.

We hope that you have had a really good time and look forward to welcoming you here again soon.

Good luck with your studies!

