

**TAKA RYSEL 2019/2020 ANNUAL PAGE**

Media Strategist and Digital Content Specialist for the company in the Asia Pacific region. He is responsible for the company's digital marketing strategy and content creation. He has worked for various clients in the technology, healthcare, and financial services industries. He is a passionate storyteller and a team player. He is currently pursuing a Master's degree in Digital Marketing from the University of California, Berkeley.

### 1. INTRODUCTION



**STATEMENT OF THE PROBLEM**

The company is facing a significant challenge in the current market environment. The demand for digital marketing services is increasing rapidly, and the competition is becoming more intense. The company needs to find a way to differentiate itself and provide a unique value proposition to its clients. The problem is to develop a digital marketing strategy that is effective, efficient, and scalable.



**GOAL**

The goal of this study is to develop a digital marketing strategy that is effective, efficient, and scalable. The strategy should be based on a thorough understanding of the company's business and the current market environment. The strategy should also be data-driven and measurable. The goal is to increase the company's revenue and market share through digital marketing.



**SCOPE OF THE STUDY**

The scope of this study is limited to the digital marketing strategy for the company. It does not cover other aspects of the company's business, such as product development or customer service. The study is focused on the current market environment and the company's specific needs.



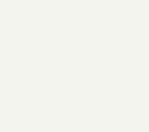
**REVIEW OF THE LITERATURE**

The review of the literature is a critical part of the research process. It helps to identify the current state of knowledge in the field and to find gaps in the research. The literature review should be comprehensive and up-to-date. It should include both academic and industry sources. The review should also be organized and easy to read.



**ASSUMPTION**

The assumptions of this study are that the company's business is primarily digital and that the current market environment is highly competitive. The study also assumes that the company has access to the necessary data and resources to implement the proposed strategy.



**DATA AND INFORMATION**

The data and information used in this study were collected from various sources, including company records, industry reports, and academic journals. The data was analyzed using statistical methods to identify trends and patterns. The information was used to inform the development of the digital marketing strategy.



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# TATA STEEL ZOOLOGICAL PARK

- Manila Zoological and Botanical Garden is the very first zoo in the country as well as in Asia. MZBG officially opened on the 26th of July in 1959 for public visit and is located at the centre of Manila, along Quirino avenue corner Adriatico Street.
- MZBG is a 5.5 hectare home of more than 832 animals from nearly 100 species
- The zoo's most popular resident is 'Mali'
- MZBG is a "tiny, decrepit and outdated facility" according to People for the Ethical Treatment of Animals (PETA).
- Manila Parks and Recreation Bureau chief and zoo director, Deogracias Manimbo, however, said that the criticisms were being "played up."

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- But then Manila Mayor Joseph Estrada said, “Manila Zoo, which will be turned into a world-class facility for animals, major changes and renovations will be done at the zoo starting this year.
- Although there are new Bio-Parks which may be seen to be more beautiful and more natural compared to MZBG, the real standing point between every Zoological Garden is the efficiency housing the very aspects of the zoo. In this process, we tend not to seek closure for manila zoological park and alike to promote unseen boundaries through open concept, it will require lots of land space in order to be developed properly and it will certainly need lots of effort to keep the animals away from danger. One possible way is to develop a minimal and secure land for both animals and humans to fuse their boundaries and broaden their limitations. This study will retain environmental balance, change ordinary zoos in an open concept prototype bio-parks which will be described as “Zootopia”, meaning “An open and free roaming habitat for Manila Zoological Unprotected Animals.”

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# STATEMENT OF THE PROBLEM

How to decrease the incidence of death and diseases of our present zoo? Resident animals is caused by unhealthy environment shows damaging behavior which is preliminary caused by boredom due to minimal activities in their cramped surroundings. Lack of facilities regarding with research for people and conservation for the zoo inhabitants.

## Sub problems

1. Why existing zoos doesn't serve its educational purposes to educate people about wildlife?
2. Why cages doesn't correspond to the animal natural setting? Thus, resulting expensive maintenance and life threatening diseases.
3. What must be the appropriate moved habitat of animals in the zoo which is close to their native habitat as possible?
4. What is the man animal interaction that can be applied in the zoo improvement where people can provided with effective education without put in danger the animal welfare?
5. What are the open and cage less tactics for the redevelopment of Manila Zoological and Botanical Garden?

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## GOAL

- To improve and re developed manila zoological park insisting a symbolic relationship and design guideline establishment for the zoo to maintain and have ecological balance and open and cage less zoo.
- To further examine existing bio parks facilities and to come up with a newly improved design of the zoo as it exist as an educational facility and as much as possible make it efficient and innovative nature based one.
- Which re define the usual zoo as a habitat and not a confinement. That will turn into wildlife experience and a blissful animal man interaction.

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- **Objective**

To be able to establish the factors and verivy the reasons of the declining value of the

- substantial information which may aid in formulating recommendations as well as additional solutions concerning facility upgrades and the enclosure of the animals.
- Reassess and study Manila Zoological Park's current condition visually and other concerned resources incorporating subjects and topics on the good model zoos.

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- **Objective**

To be able to stimulate unseen boundaries for both humans and animals.

- **Strategies**

- Study the behaviour and disposition of both Humans and Animals in order to facilitate natural changes.
- Scrutinize innovations regarding animal parks and welfare around the globe.

- **Objective**

To pledge learning and education to the people of the zoo regarding wildlife.

- **Strategies**

- Recruit information and opinion from the youth especially students of on how zoos can educate them more and raise curiosity.
- Questioners and Surveys will cause tremendous help in clustering minds and

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- Recruit information and opinion from the youth especially students of on how zoos can educate them more and raise curiosity.
- Questioners and Surveys will cause tremendous help in clustering minds and building up ideas which will certainly help in achieving the goal.

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## SCOPE OF THE STUDY

- is to take opportunities that make people to realize the cramped-cages wildlife far from what the animals use to.
- Establish factors and verify the reasons of the declining values of the facilities in the zoo and its enclosure which will result the escalation people interest and appeal to make them visit the zoo.
- Pledge learning and education to the people of the zoo as a habit and not a confinement and aid to give birth to an emerging breed of zoos that use of safari as a concept and will advocate wildlife in full range in concerning captivity.

## SIGNIFICANCE OF THE STUDY

The study's sway is to give attention on what variation and changes the environment would have if conserving will mean to forefend.

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## SIGNIFICANCE OF THE STUDY

- The study's sway is to give attention on what variation and changes the environment would have if conserving will mean to forefend.
- This will make the people to realize that cramp-caged wildlife is far from what most of them have in mind, every wild animals or even captive breed animals has their great wild comportment and is impossible to showcase in cramped cages.
- But through this research, visitors will relish wildlife as if they are a component of it, this additionally makes preserving the animals and their instincts, unto the next generation to visually discern the wildlife possible, this research redefine zoos as a habitat and not a confinement.
- One simple trip to the zoo will turn into a wildlife experience and a blissful tour.
- This study will aid to give birth to an emerging breed of zoos that use safari as a concept model and will advocate wildlife in full range there is concerning captivity.

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## LIMITATION OF THE STUDY

The study attempt to answer precisely the problem and needs of our zoos, proposing zoos into an open and cage less natural wildlife park. Therefore limited to the issue and situations concerning to our present zoo situation. The following are