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| **Market opportunities for Merlin Entertainments** | **Outline of benefits to Merlin Entertainments of using visions statements and aims** |
| Market opportunity 1 | Vision statements |
| Market opportunity 2 | Aims |

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| **Merlin Entertainments’ form of ownership and interests of four stakeholders** | **Explanation of factors determining Merlin Entertainments’ form of ownership** |
| Form of ownership | Factor 1 |
| Stakeholder 1 and interests |
| Stakeholder 2 and interests |
| Factor 2 |
| Stakeholder 3 and interests |
| Stakeholder 4 and interests |

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| **Outline of the organisation of Merlin Entertainments’ functional activities** | **Explanation of factors affecting the organisation of Merlin Entertainments’ functional activities** |
|  | Factor 1 |
| Factor 2 |