

MAPS, Malaysia Company

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ABSTRACT

MAPS Perak (Movie Animation Park Studio of Perak) is a theme park in Ipoh, Perak, Malaysia which was created from a joint venture between Perak Corporation Berhad and the Sanderson Group. It was originally planned to be opened in 2015, but the opening date was delayed to 26 June 2017. The theme park is the first fully animation-based theme park in Asia which contains attractions based on animations such as DreamWorks Animation and The Smurfs and was built at the cost of RM520 million. It houses both international and homegrown (Malaysian) Intellectual Properties including DreamWorks characters, The Smurfs and BoBoiBoy and have more than 40 attractions in six themed zones. This is the first theme park in Malaysia that portray or using local animation as the theme of the amusement park.

The purpose of the project is to discuss the problems faced by the Movies Animation Park Studios (MAPS) Perak from different perspectives such as financially, marketing and politics. This project also aims to suggest a solution to Movies Animation Park Studios (MAPS) Perak regarding these problems. Knowing and understanding the wider what is the cause of the company facing these problems. And also gives pro and cons about each decision make by this company when the company facing the problem.

The methodology that we will use in this research is the primary method and secondary method. The primary method is when the data we collected directly from the owner or the owns of the data. This is different from the secondary method, which is the secondary method we get the data from the other resources which are carried out by other people. An example primary method by interviewing the manager and the staff of MAPS to make some surveys for our research. We do this interview by phone. Example of the secondary method is by doing research by collecting the data from their website and the other information.

For our company cases, the problems with MAPS, Perak Malaysia are their awareness is low which means their marketing is not strategic in terms of costs and do not give high impact to the sales. Moreover, the price ticket that they offer for a customer is very expensive and did not worth the money and achieve customer expectations. The games in the theme park are not satisfying with. So the price is not a great deal to attract the outsider. Besides, this company also have faced the political issue which is Malaysia's government has advice MAPS to close down this theme park because they have too much liability and they couldn't afford it.

INTRODUCTION TO COMPANY

In the life of modern society, recreation and entertainment have become one of the needs. Living in urban areas that have high-density activities, high demands for life, and stress levels make people's needs for recreation and entertainment increase. Recreation and entertainment are closely related to the tourism industry. In this sector, supports the provision of

facilities for the community to be able to enjoy recreation as well as actualizing the lifestyle. Many things that can be done for recreation include doing hobbies, exercising, and also can by visiting a tourist attraction that becomes a destination.

Movie Animation Park Studio or MAPS is a news addition to Malaysia's growing list of theme parks. MAPS is currently one of the most unique and exciting project underways in the leisure and tourism landscape in Malaysia. Built at a cost of RM520 million across 20.8ha land, can accommodate more than 8000 visitors, and located at Ipoh, Perak.



The theme park is the first fully animation based theme park in Asia which contain attraction based on animations such as popular cartoon themes like The Smurfs, Casper the Friendly Ghost, The Croods, Megamind and Mr.Peabody & Sherman as well as homegrown characters like BoboiBoy MAPS Perak which created from a joint venture between Perak Corporation Berhad and the Sanderson Group. Maps announced in early 2014 and were planned to be opened in 2015 but the opening date was postponed. Until finally MAPS Perak officially opened on 26 June 2017.

After the theme park MAPS opened, many problems arise. Among them are many visitors who complained about the high price of tickets to get into MAPS and the high prices it was not in accordance with the expectations of the visitors. Problems from the marketing side also appear here, because not many visitors come to MAPS. It does not stop here, the external auditor suspect acts of corruption because there are too many debts from incoming revenues. According to Nga Kor Ming in a press conference which was accessed from

<https://www.malaymail.com>, "the lost suffered by Perak Corp is among the biggest in the group history. And what's more worrying is their debt, which is bigger than their assets."

ANALYSIS AND FINDINGS

Product or Service

In the business industry, product is tangible such as clothes and food while service is intangible such as restaurant and laundry service. While for a theme park, as for MAPS Perak, they provide services for their visitors. Services are mostly provided by labor force for example before the visitors play any of the attraction such as Viking, the employees will check the safety of the visitors and also give safety instruction to the visitors. Unlike funfair and carnivals, theme park or amusement park is permanent and built for long lasting operations. Maps Perak is a permanent amusement park that tend to serve the needs of Malaysian's entertainment needs, especially in Perak state. MAPS Perak provide service to the customer to let them experience the excitement and fun of theme park. They also provide the service such as restaurant, performance and face paint. This amusement park had divided their attractions into 6 zones such as Animation Square, Blast Off Zone, Fantasy Forest Zone, Live Action Zone and also Lakeside Zone Besides that there are also correlation of product and services that MAPS Perak use in their services such as MAPS Perak sell souvenir and also picture taken so that visitors can 'bring back' their memories at the amusement park.

Market Opportunity Analysis

Market opportunity analysis is a process to assess the attractiveness of a business opportunity. Doing an opportunity analysis is important when we want to pursue an idea, business or activity so that we can predict the outcomes of our action. The first step we should not miss is to research customers and competition. The market opportunity analysis will help you evaluate whether the demand for a service is real and whether expanding into a potential new market is worthwhile for your company. The company should analyze the size, age, gender about the target customer so that it meets the expectation of the customer. For example, MAPS, Ipoh, Perak, they are having a problem which is not enough customer to retain their profit. Then, be alert of the competitors. When we analyze the competitors' strength and weakness, we actually can do better so that they perform better than the others. For Maps, the competitors in Malaysia are so many such as Sunway Lagoon, Legoland and Tambun Water Park and Escape Park. Then, other best idea of market opportunity analysis is to explore adjacent opportunities. This can be the winning strategy. For example, the analysis needs a lot of research record. Relate to the case about Maps, the research found that the companies with the most sustained profitable growth had used a systematic, disciplined approach to expand the boundaries of their core business into an adjacent space. So, Maps should take action in improving their system and so that the company can perform better. Some companies expanded from one geographic market to another, while others applied an existing business model to adjacent segments. For example, Maps which is an animation theme park can include a water theme park plan. Then, the company can use the same customer with the same marketing framework.

Political and Economic Environment

The political environment might be based on a local, regional, national or international level. Business owners and managers pay close attention to the political environment to gauge how government actions will affect their company. Political environment will affect the business activities and the operations of the company. The political environment in Malaysia is quite stable compared to other countries. But there is some political issue that might lead problems to MAPS Perak. This political issue also related to economic some economic issue such as the previous government had warned Perak state on not to proceed with this project because the government thinks that Perak state should care more about the welfare of the citizen rather than opening an amusement park. As economic Malaysia is the seventh-largest economy amongst Islamic countries according to GDP. But there is some economic or financial issue of MAPS Perak in this few years as the liabilities of this company is greater than the asset of the company and this issue will be explained in more details in the following chapter. Plus, the

inflation that occurs in Malaysia makes the buying power of the people become less and the currency of our Malaysia Ringgit become weak compared to other countries.¹

Social and Technology Environment

Social environment consists of the sum total of a society's beliefs, customs, practices, and behavior. Any business or company must be updated about the social environment because it keeps changing. For example, a fashion designer has to produce clothes that follow the culture and trending of social in certain countries. Other than that, some company also dare to take risk of doing something new to a certain social environment. If it can affect and influence the social environment, the company have just opened a new market. But if it isn't working, they have failed. The same concept applies to Maps, Ipoh, Perak. Firstly, the company has to understand the norms and culture in Malaysia. People in Malaysia love something new, adventurous and Malaysians love anything cheap but good quality. The problem faced by Maps, Perak before this was the ticket price that is so expensive. But Malaysians does not think the price worth the games the theme park provides. This theme park does not meet the expectation of the customer.

As for the technology environment, it plays a big role in business operations. As we know in this modern era, technology keep improving. We must not be left behind with this technology. Since the change in technology changes the work cultures, the methods, and the systems, business has to change its operating strategy as a result of changes in the

1 <https://bloolooop.com/link/controversy-movie-animation-park-studios-maps-perak/>

technological environment. High technology environment can speed up the entire process and can boost productivity. Technology environment can be related in how they promote their business by social media, how they operate their business and what source of the system they use to make sure the business runs smoothly. When we know the medium to promote the company or business to targeted customer, more people will be attracted and this will increase the profit of the company. Other than that, the company can also sign a contract with other high technology company. MAPS Perak had been done this part but unfortunately, termination of the licensing agreement had been done with DreamWorks Animation L.L.C on August 2018.

HOW OUR IDEA IS APPLICABLE IN MAPS COMPANY

In today's business environment, maintaining growth and profitability is never a guarantee. This condition makes it necessary to seek new business opportunities. This can be related to Movie Animation Park Studios in Perak, which now has some challenges in operations, marketing, financial and some more.

The first step mentioned is to research on customers and competitors. Before this, right after MAPS has opened, the company has fixed the price to RM 144 for adult and RM 114 for children. This price had dissatisfied a lot of customers that went to MAPS because it is not worth with the games provided in the theme park. The games there are suitable for a family with kids below 12 years old so it would not be so much fun if people that 13 years old and above visit the theme park. At the meantime, there were still some games/attractions that not yet opened because of under maintenance or construction. As a result, the customers that come to the theme park become lesser day by day. After some analysis on customers' feedback and review, MAPS agreed to decrease the price to become RM 80 for adult and RM60 for children. This makes the theme park has more customers going there because people were attracted to the promotion price. However, there are still a lot of Malaysian are not aware of the theme park, not to mention to foreigners such as in Singapore, Thailand, and Brunei. This is because, customers think that the price is still not worth the games as most of the games are suitable for children, not an adult. So, after all of these, MAPS also had done some market opportunity analysis and decided to make a free entrance to all customers but only pay any games customers want to play that offered from a minimum price of RM 3 to RM 15. This strategy of making a free entrance but only pay any games customers want to play, started on 1 March

2019. For competitor's analysis, MAPS is not too worried about competition from other nearby amusement parks, for instance, the Lost World of Tambun, which is about 15 km away from MAPS. As the director of the theme park said that other tourist attractions in Perak as complementing offerings, and MAPS as an enhancer to Perak's tourism industry. The other tourist attractions mentioned are The Lost World of Tambun that operated by Sunway Group with a focus on eco-adventure facilities and Bukit Merah Laketown Resort near Taiping that consists of a water park and eco theme park.

Then, the second step is to explore adjacent opportunities. The most common misunderstanding about adjacent markets is that it is all about exporting the existing products to new customers. It is not like that, but adjacent markets are to export the skills and capabilities, not products and services. It is creating new value with new customers. This can be related to MAPS when they are offering photography service at booth and shop. The cameras will capture the customers right in the midst of the fun – when they are enjoying the ride. After that,

customers can head on down to the nearest photography counter after the ride to check out and purchase the captured memory. And the price of the printed picture must be affordable and reasonable or else this strategy will not work.

Every company cannot run or avoid from political and economic issues just like this big company which is MAPS in Ipoh, Perak. A political issue means that there have an issue related or has to do with the government.

First and foremost, we move to the political issues that MAPS company had faced. This was started when having an external auditor that audit this company showing the report that this company bears huge losses of Perak Corporation and this loss shows the net loss of RM 340.6 million in the year 2017. It means that their liabilities exceeding their current asset as much as RM 158.5 million. According to Nga Kor Ming, anytime this group would face the bankruptcy consequences by this insolvency problem. This case becomes more serious when MP Nga Kor Ming asked for Malaysian Anti-Corruption Commission (MAC) to investigate Perak Corp included their developer, operator, and owners. Besides, indirectly these political issues would affect the company economics of this project because visitors and also investor might lose confidence and trust towards this project. In order to solve this insolvency problem, MAPS company need to find and make a good collaboration with a good investor such as Genting Berhad or Sunway Berhad that can invest in this company in order to help solve their liabilities. This way also has been suggested by the previous government which is Barisan Nasional or otherwise they need to close this MAPS project.

However, MB Perak Datuk Seri Ahmad Faizal Azumu has interfered. He didn't want to close or sell this theme park towards any private company and have stressed it out that this theme park will continue regarding the latest information that had been stated about the MAPS is doing well. He said this park has received an increasing number of visitors day by day. In order to continuing this project, MAPS company need to figure out the problem namely, an inefficient facility, worst services provided, the continuing renovation which has been disturbed visitors to enjoy the attraction and many more. Moreover, this problem would be caused by the turnover of the employee. Turnovers occur when an employee decides to leave the organization. One of the causes that make this worker leave because they feel unhappy with the environment for example and they will have the desire to leave and start to look for an alternative job instead. This situation also would be caused the company costly and harmful towards it because when they leave, the company need to hire new workers and need to train this new worker again.²

As stated in the earlier chapter MAPS company had offered a services business towards their visitors. In this theme park project, there were so many services that they have been provided such as workers that take care of visitors' safety, restaurant, all offered attractions and many more. Even though there were a lot of services that they offered, but according to the survey, the majority have expressed their disappointment towards the services that MAPS have been provided. The services in opening all those promises attractions were failed and the more issues like the renovations and building work still continuing and visitors

can't even enjoy their ride happily. Despite their promises, they make the visitors felt loss because the price that they had to pay is not worth it at all with the services that MAPS have been provided. Worst

[2https://www.ipohecho.com.my/v4/article/2018/06/16/should-maps-be-closed](https://www.ipohecho.com.my/v4/article/2018/06/16/should-maps-be-closed)

some of visitor already buy for the annual pass and sadly it was already expired before they got to try and enjoy playing with that attraction and ride as MAPS offered in their promotion. This has cost very costly for visitors because they can't even take the opportunity to enjoy all those services. MAPS need to take action in order to improvise their facilities and open all those attractions just like what they have promised before toward these visitors. To make this problem change for the better, MAPS also need to hire a great engineer that can build the best facilities that appropriate all the visitor no matter how their age or what gender they had. Other than that, MAPS can hire the best company that have to provide the best workers of constructor in order to make sure all the building, renovation, and all would be completed within the prescribed time frame to ensure the benefit of the end users is guaranteed.

The social environment of a business can also has an impact on the type and number of customers it attracts. Customers who experience a negative social environment may be more likely to avoid a business altogether, especially if the business has a competitor that is conveniently located near the customer. As related to MAPS, after they implement the new strategy that free for entrance and pay to play certain games, some customers find that it is not worth the frequent customers as they need to pay a lot if they want to play certain games repeatedly. So, they maybe will choose to go to The Lost World of Tambun as they worth the price. Other than that, MAPS had decided to grab the opportunity to promote MAPS to those PLUSMiles card users. They can just flash their PLUSMiles card to enjoy special ticket price with term and condition applied. The special price was RM45 for adult and RM 40 for children and senior citizen.

For the technology environment, technology can come as an important tool within the company, improving the operations and functions or it can be the very reason why a company exists. Heads of companies must on the constant lookout for updates and developments in the technological environment. This helps them not just to improve the efficiency of the way the organization works but to be aware of the transformational phase and come up with great strategies to drive growth. Initially, MAPS had signed an agreement with Dreamworks for the Dream Zone, but they were recently been taken over by Universal Studios, who have their own set of requirements. The theme park is in the midst of fulfilling their requirements. The only things left to do are the technical reviews for two rides in the Dream Zone. they will ensure that they adhere to Universal Studios' requirements. That was the plan on 2017 and then they expected that the Dreamzone will be opened by June on that year. However, the intellectual property owner Dreamworks Studio had requested that audio and lighting improvements be done. This also included additional design, control, and structural works. But unfortunately, MAPS and DreamWorks had terminated their agreement on August 2018

<https://www.thestar.com.my/business/business-news/2018/08/08/maps-cancels-dream-zone-attractions/> <https://www.facebook.com/mapssperak/posts/good-news-for-plusmiles-card-users-flash-your-plusmiles-card-to-enjoy-special-ti/1299963906814882/>

For the economic issue, it can be solved by providing transportation to the park. Since the location of the Movie Animation Perak Studios (MAPS) which located far from the big city is not strategic, providing special transportation would gain lots of customers. The transportation provided must cover in a wide range. As the application of this idea will increase the cost of the company, the company can charge the transportation fee at a cheaper price than the price of the normal bus. One of the advantages of inventing this idea is that the safety of the customer can be guaranteed. For example, children who want to go out with their friend will feel safe by riding the bus. Next, the economic price in Malaysia is volatile, due to inflation. Plus, Malaysia Ringgit currency is very weak if compared to the other country. To satisfy the customers, MAPS should reduce the price that worth the ride they play. The current price they offer now is RM3

per tokens. MAPS can reduce RM2 per token at a certain day to attract the customer back. Since the turnover of the company is lesser and debt is more than 70%, the company have to look at the other side of view. Even though the lower price gives small profit, it can increase the number of people coming and this will increase the sales of the MAPS. The risk of doing this is that it will increase the burden of debt servicing if the returns are not as expected.

For social issue, firstly, upgrade and improve the food and drinks in MAPS. Theme park food has not changed much since a long time ago. It is all the same as hot dogs, cotton candy, cone ice cream, soft drinks, etc. So, this is a big opportunity for MAPS to do improvement of theme park food and beverages. It is not necessarily to be nutritious food, so it can go completely with junk food. Pick at least some new, unique, popular foods that are going on trend right now, but still can sate people's appetite, for instance like churros, dim sum, spicy chicken wings, pisang cheese, and meatballs. Besides, MAPS also can improve their mouth-watering beverages for example like ice blended with various flavors, rolled ice cream, and anything that offers only one of these qualities needs to be on the hit list for potential removal next season. Always be introducing new items that not just taste good, but that leave customers nourished and energized throughout the day. That means more than just the latest sugary sweet. Be prepared to support a wide variety of diets with tasty food, especially for people with nutritional restrictions. However, make sure all of these foods come with a reasonable price or even cheaper so the customers will be satisfied. But not to forget that drinking water has to be sold with lower price as many people avoid buying water bottles at theme parks because the cost is so high, but not drinking enough water can have serious consequences to the customers, especially when they are outside all day in the sun. They might start to get dehydrated. So, if the park does not allow outside food or drink, they can even just buy one bottle and refill up at the drinking fountains so it often can keep costs low while helping prevent dehydration

Secondly, MAPS can provide something that distracts the crowd. Customers paid for a full day of entertainment, not just the opportunity to commute by foot from one big destination in the park to another. So, MAPS must be filling the park with characters, animals, skits, musicians, and desirable photo ops whenever there is the space for a crowd to gather. Give customers more reasons to stop and enjoy more during their day. Besides, when young kids have to wait in line for rides, they tend to get very impatient. So, when this improvement is implemented, this way can help pass the time. All the mascots can also keep a few small treats in their pockets or fanny pack for easy access when they need to distract an unhappy child.

Thirdly, MAPS also should keep the theme parks always clean and comfortable. For example, toilet facilities must be gleaming, and food prep and service areas must score at 100 percent cleanliness at all times when the park is open. That means providing clear, well-managed queuing and guest flow through the park. Hire enough employees to keep the theme park cleans. MAPS also must provide enough facilities like toilets at every rides and Surau for Muslims to perform their prayers there.

One of the problems arise in MAPS Perak is marketing strategies and promotion strategies. These problems arise when MAPS did not make enough marketing or doing the marketing in the wrong way causing public does not aware about the amusement park. The marketing team of MAPS Perak should make advertisement either on the television or social media.

One of the ways to attract more visitors is to approach primary school or secondary school. As the attractions at MAPS Perak is not too extreme as an attraction in Universal Studio Singapore and it is suitable for entertainment needs of this age range of visitors. Marketing team can create promotions for student package. Promote the amusement park to the teacher and school management because they might choose MAPS Perak if the school want to organize school trips at the end of the year. Hence, all of these school might be potential visitors of MAPS Perak. These are the step can be taken to build more awareness about the theme park. For example, can visit a primary and secondary school to make promotions.

Second, make an advertisement. MAPS Perak needs to announce to the world that the public needs their services. That is exactly what advertisement is all about. Advertising is a

media communication. There are two key characteristics of advertisements, that is to inform and to persuade. The mistake made by the amusement park is they did not do an introduction advertisement when they first open the theme park just like Legoland Malaysia do when they first open the amusement park. But it is not too late to fix this problem. Marketing team can invite celebrities, social media famous user or even travel blogger to promote the theme park. Asked or hired them to show the fun and excitement of attractions in MAPS Perak through online platforms such as Instagram, Facebook and Twitter are a fantastic. They can make a video to persuade the public or potential visitors that MAPS Perak is a one stop entertainment destination that they are looking for. Here comes the power of social media. The potential visitors will be more aware and attract about this theme park when they see and hear the visual advertisement on social media. Advertisement in social media is much more perceptual compare to advertisement at commercial radio.

The third solutions are organizing charity functions. Publicity helps keep the park in the public's eye. One way to do that is to choose a charity to support. MAPS Perak can collaborate with the local non-profit organization (NGO) such as Breast Cancer Foundation Malaysia or The National Autism Society of Malaysia (NASOM) since autism children got a lot of attention by the public right now. Develop a program that can be promoted throughout the season and send out press releases before events and after. This will get a lot of attention from the press. For example, MAPS can give free ticket to autism children during the programme. This solution will bring a lot of benefits to MAPS Perak which is creating the good reputation of the company as well as increase the awareness about the theme park. Before this, public might hear controversy regarding this company, but if they organize programme like this might change the mind of the public towards MAPS Perak.

Lastly, celebrate the minor holidays such as Mother's Day by giving out free tickets to the first 100 mothers to the park. In the shoulder months of the season, such as September through November, schedule a maze through a cornfield for children, decorate the park for Halloween celebration. This will wider the attraction in MAPS Perak. Marketing department have to play a big role to ensure that all of the suggested solutions can be carry out in order to make sure that MAPS Perak survive from all these problems faced by them.

Nowadays, technology usage keeps growing in every aspect. People more demanding for usage of this sophisticated technology in their daily lives because mostly they have grown up in an environment of innovation that keeps on upgrading day by day such as usage of smartphone, social media and also the fast internet. They can be connected to the world instantly just at their fingertips and it is as easy as that. The time of consumer also can be more efficient towards people especially to workers that have limited time. Many technologies that we can discuss here in order to help MAPS to improve customer expectation towards this company and also can force the business to keep growing and generate with the huge profit. Firstly, in order to make customers' time become more efficient and instantly fast, MAPS can create an app that can offer the customer to book online or make a reservation for the ride first before they come and get the QR code as a FastPass in order to reduce the time of waiting. In that apps, MAPS also can show the availability of the ride, how minutes the ride will be going, and details about all the ride that offered in the theme park to make customers movement become more easier to plan the suitable one and time consuming of the ride.

Secondly, MAPS also can apply Artificial Intelligence (AI) technology in the theme park. Basically, this AI has been programmed that would help to solve the people problems by itself without helps from other people or worker. Any searching for ride or information about other facilities that had been offered can be asked using this AI technology. Moreover, AI also has two types which are Augmented Reality (AR) and Virtual Reality (VR) that always be used in order to create an immersive experience on the ride.

Lastly, MAPS also can apply other innovation of technology of making the smart and comfortable rest place for families that have an infant or any families that bring along their elderly that usually doesn't have enough energy and need to get some rest while this journey. MAPS can make this place with a portable air conditioner or fans for example by using technology that related such as using the intelligent motion control and advances in some smart

devices that would channel through biomass method that can only be used when the sensor had detected this type of group. It is not only can make this group felt more convenience but MAPS also can reduce the usage of electric at once.

RECOMMENDATION

Based on the results of the previous descriptions, this study can conclude that the manager of the MAPS theme park has not implemented the strategies well and on target. From these problems, we as researchers suggest the strategy which can be a solution for these existing problems. From economic issues, managers can cooperate with transportation providers to provide accommodation so the visitors can easily get to maps and for transportation providers, the government can increase revenue because the use of buses will increase as well.

For social issues, things that need to be improves are upgrading and improving the food and drinks in MAPS. The food offered on maps must be different from other theme parks that only offer junk food and nutritious foods. Here we suggest that maps should offer food variants such as churros, dim sum, spicy chicken wings, banana cheese, and meatballs. In addition to offering different variants of maps, it is also expected to be able to pay attention to the nutritional content of these foods so that they are sufficient to fill energy while enjoying rides on MAPS, and for drinks, MAPS can offer refillable mineral water.

The second to distract the crowd, we suggest MAPS can offer full day of entertainment. By filling the park with characters, animals, skits, musicians, and desirable photos. All three maps must pay attention to cleanliness and comfort. By adding clean toilet and mosque facilities, of course it will comfort the visitors who come.

In terms of marketing and promotion of maps strategies must be able to cooperate with schools in school trip programs. For the advertisement point of view, maps must be able to utilize online media communication such as invite celebrities, famous user social media or even travel bloggers to promote the theme park by showing the fun and excitement of attraction in maps.

MAPS can cooperate with local non-profit organizations (NGOs) such as Breast Cancer Foundation Malaysia (NASOM) since autism children got a lot of attention by the public. So, MAPS can provide free tickets to children during the program. Besides, MAPS also can make programs during public holidays such as Mother's Day by giving free tickets to the first 100 mothers to the park.

Lastly, the use of technology really needs to be used and applied in MAPS. Make an application to book online and also the application that can provide visitors with information about the availability of the vehicle and also know how long to wait. Besides that, the use of Artificial Intelligence (AI) can be used as an immersive experience ride. AI (Artificial Intelligence) when applied to MAPS is very able to increase visitor satisfaction and also add more value to MAPS in operational functions.

CONCLUSION

From the research that had been carried out, it can be concluded the MAPS Perak certainly had problems in their company. Political, economic, technology and social environment plays a big role in ensuring MAPS Perak can continues their operation. The suggestion and idea application by this research can be consider by the management team of this amusement park so that MAPS Perak can continue to operate as usual.

Moreover, MAPS Perak should consider to implicate new and appropriate marketing strategies, so that they can create value in the eyes of the public. As MAPS Perak provides entertainment services towards the public, the improvement of services at the amusement park also contribute in saving this amusement park from this critical situation. The management team should take all the single detail into consideration.

In conclusion, by doing this research we are hopes that the suggestion and recommendation can help solve the problems that exist in MAPS and so that MAPS Perak can continue to operate continuously as one stop entertainment destination to all.

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