Relation Between Monopoly and Surabaya Zoo

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Surabaya Zoo is one and only zoo in the city, but however it still doesn't go well as the strategy it prove by the condition of the zoo that haven't developed, such as dead animals, physical condition declined and unstable number of visitor because of the zoo's condition (Lopez, Pratono, & Saputra, 2014) Surabaya zoo should become monopoly because it's the only zoo in the city, it should be like many kind of China enterprises that become the monopoly ennterprises. They make their quality the best from the other so, many china enterprises can set the price in market (Wang, 2019).

Become the only zoo in the city doesn't mean that can increase the price as they want. Become a monopoly enterprises is not easy, because they will always facing off with the risk of elimination. Using the market to increase the price will accelerate the enterprises to have a bigger risk of elimination (Zhao, He, Sun, & Jing, 2017). Without any support to get a better quality it will be so hard to survive in market, in other word we can say that even though Surabaya become the only zoo in the city, it still can't set the price because of the quality of the zoo.

In Norwegia the wine retail market is being monopoly by the goverment so, if we going to buy wine in Norwegia then we have to buy it at goverment market, called the wine monopoly. The goverment is the one who set the price in wine market. (Lai, Cavicchi, Rickertsen, Corsi, & Casini, 2013), Surabaya zoo should adapt the strategy that Norwegia's goverment do, where the goverment should handle the zoo that can make the zoo have a better quality, because if the zoo keep organizing by a personal it would be hard to make the zoo have a better quality some problem such as, lack of modal.

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