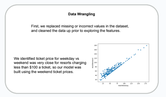

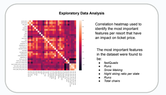

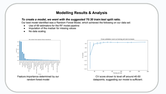

Problem Identification

Background : Big mountain resort recently invested $1.54 million on a new ski lift to increase customer satisfaction. It has been a concern that big mountain is underutilizing its facility.

Problem : How can big mountain Resort capitalize on operation efficiency by adjusting their ticket price?

Click to add speaker notes