BIG MOUNTAIN RESORT – PRICING STUDY

# INTRODUCTION

The Big Mountain Resort is one of many beautiful skiing resorts in the United States. It is in Montana with a very large skiable terrain of about 3000 acres. They have multiple facilities such as lifts, T-bars, and a magic carpet. These facilities have high operating costs which expose the resort to the risk of making a loss. Furthermore, the resort is not sure about whether to get more facilities or which facilities they should procure if they do decide to get more facilities.

The pricing strategy currently used at Big Mountain Resort is a generic one that uses the average pricing of all other resorts in the United States. This pricing strategy does not take into account any key facilities that may be unique to the resort.

The goal of this project is to