

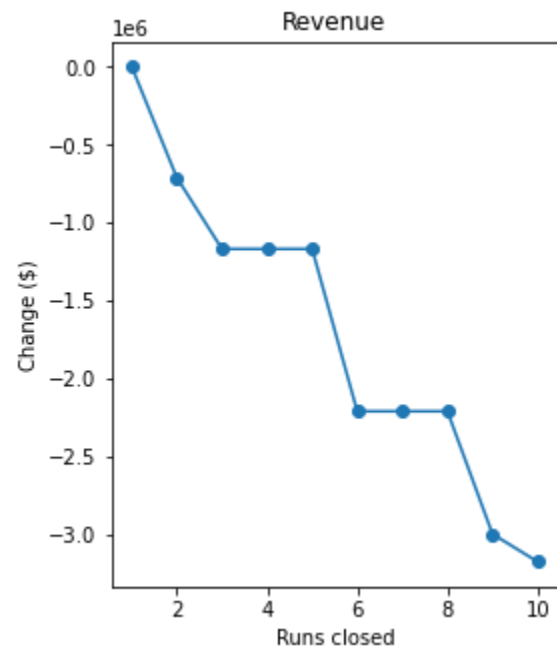
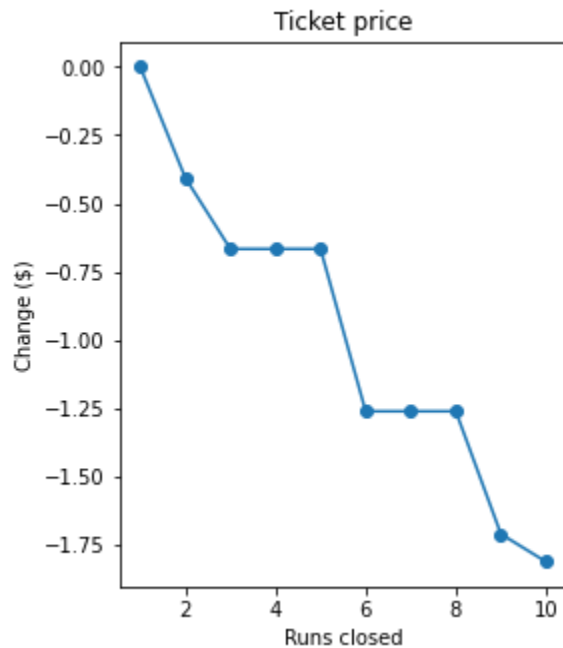
Write a 1-2 page report summarizing your recommendations for Big Mountain Resort. Be sure to include the figures you created to back up your recommendations

Recommendations based on current facilities:

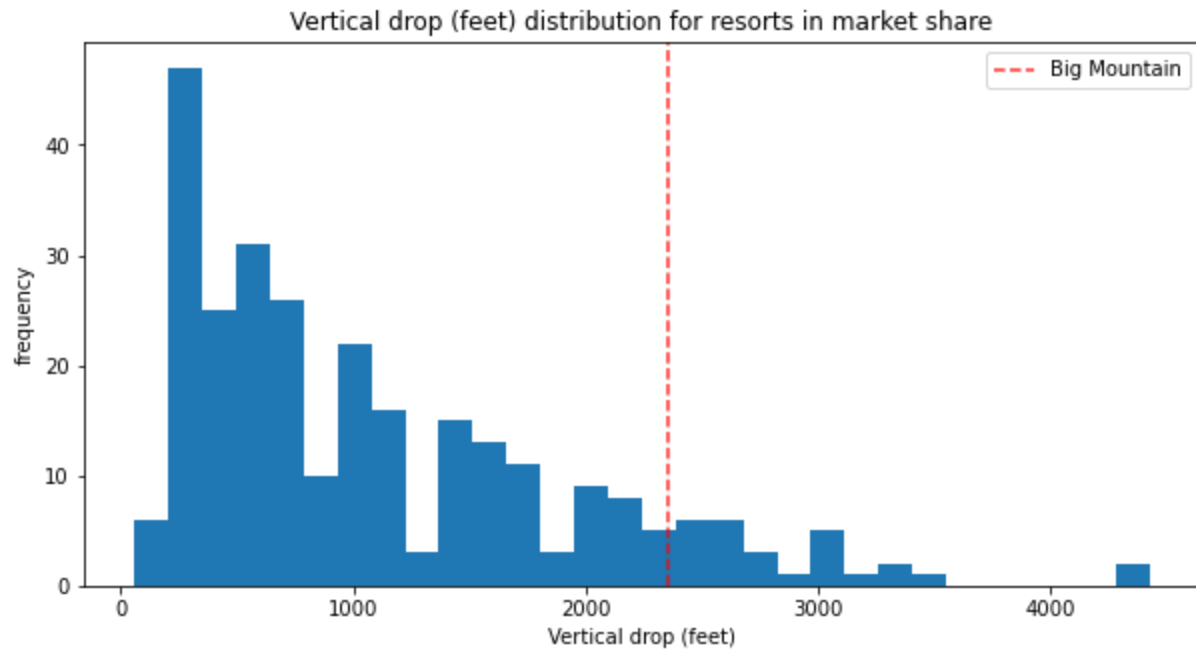
- Increase the ticket price from \$81 to \$95.87
- Close one run (with no expected change in ticket price and revenue)

Recommendation for future facilities:

- Close up to 6 runs with little to moderate difference in ticket price/revenue to cut costs and increase profitability



- Add a run that increase the vertical drop by 150 feet (will require an additional chairlift) and increase ticket price by \$1.99
 - While Big Mountain is already leading with respect to most other features, increasing the vertical drop will make Big Mountain even more competitive:



- Although the new chair lift will incur additional operational costs of \$1.54m, the run + vertical drop + chair lift will support an increase in ticket price, which is expected to bring in \$3.47 in revenue
- Do not invest in snow-making or increasing the length of the longest run. They will have no impact on ticket price/revenue