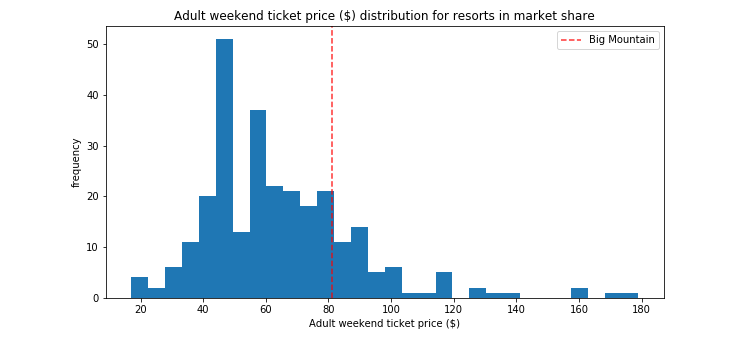
Guided Capstone Project Report

The current price of Big Mountain Resort is $81.

Currently it has the highest ticket price in its state Montana as compared to its competitors in the same state.



Below figure mentioned the Big mountain resort ticket price as compared to its competitors along different states of country USA.



When comparing the ticket price of Big Mountain Resort with other competitors in the USA as per the overall service provided by the resorts, there is a prediction that our ticket prices can go up to $94. This is an overall 16% increase over our current ticket price.

As we have seen that we are highest charging resort in our state, but we are also providing much better services as compared to overall competitors in the country. We might not be able to increase our ticket price by 16%, but can go with an initial 10% increase to our prices. We can charge our customers $89 as compared to the current $81.