



BIG MOUNTAIN RESORT

STUDY ON PRICING STRATEGY

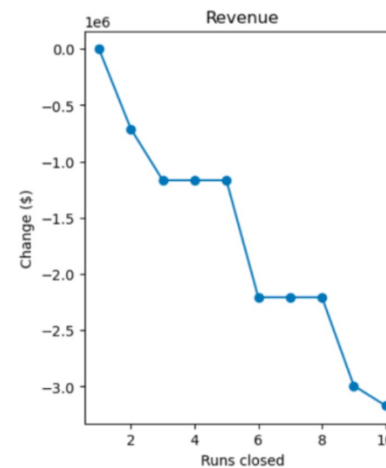
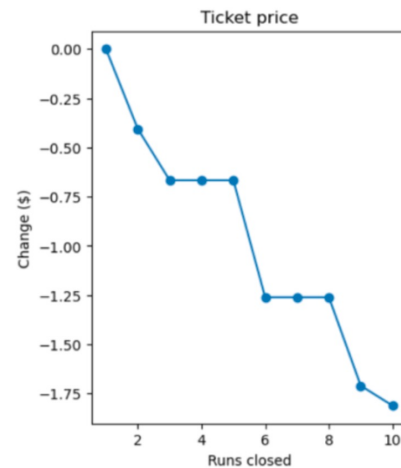


PROBLEM IDENTIFICATION

- **Big Mountain Resort has recently installed a new chair lift costing an additional \$1,540,000 to operate this season alone. The Resort wants to ensure maximum capitalization on its facilities.**
- **Determine a pricing strategy in which Big Mountain Resort can showcase its premium offering with a premium price (relative to its peers).**

RECOMMENDATION & KEY FINDINGS (CONTINUED)

- The reduction of certain features do not negatively affect ticket pricing, considering the closing of certain resort facilities may be a great way to reduce costs.
- Similarly, adding certain features justifies a higher ticket price.



EXECUTIVE RECOMMENDATIONS

- It is recommended to bring the current AdultWeekend price of BM Resort in line with the modeled prediction or consider adding/removing certain resort facilities (features) and see how the modeled price responds to said alterations. Additionally, current provided data can only model top-line revenues; with the addition of cost information, more insights on bottom-line profit(loss) can be further explored.