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**ജലം അപഗമാനം
രേഖരം ഇന്നത്തെ:
നമുക്ക് നമ്മുടെ ഭാവന**

Introduction

Blue Mountain Resorts Limited a skiing company in Ontario Canada is among the leading company providing winter sporting activities. This resort has interesting terrain, attractive groomed slopes pitched as a setting for the recreational activity, and well-developed facilities that made the management confront a strategic decision to expand night skiing to satisfy customers' demand and capture additional revenues.

Challenges Faced

The first question raised was on how to manage on cost structures when making additions to ski hours to capture the increased customer traffic. Night skiing entailed costs in terms of expenditure of lighting, protective installations as well as extra human resource.

Financial Implications

The financial analysis showed that, although there would be start up costs, night skiing should prove to be profitable in the long run by raising ticket sales, food and beverages, and rental services. Market analysis: The business can be demonstrated to be economically viable in terms of pay back required investment in a few seasons given a best weather and efficient marketing.

Conclusion

Hence the case of Blue Mountain Resorts Limited is an excellent example of how growth can be achieved through night skiing. If lo addresses these operational issues as well as m analytically assess market needs of the resort guests, it will be capable of improving its services in order to become one of the most competitive winter resorts.

Resource

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