

S3 Business – Pricing Strategies

<https://www.youtube.com/watch?v=kQMSUcvl06o>

Answer the questions below whilst watching the video. These will help you answer the short essay question at the end.

1. Platinum pass prices raised from \$779 to \$894 in one year. What percentage increase is this?
2. Explain why you think Disney introduced a dynamic pricing model
3. How much is Hong Kong Disney investing in Avengers and Frozen themed attractions?
4. Suggest why Disney are investing so heavily in these two genres and whether it will pay off
5. What was Disney's operating profit in 2018?
6. If Disney is profiting so much, why are Disney Parks becoming so expensive?
7. Explain the external influences that have impacted on Disney theme parks
8. What is Disney doing to change the theme parks from a seasonal business
9. Assess the impact of diversifying the product portfolio for Disney. Use examples of the products they are offering and the downsides of this approach.
10. Explain the term early adopters
11. Is it important that early adopters remain a core component of the business?

