

THE ASSIGNMENT OF MYLLYMÄKI

Myllymäki is a downhill skiing centre in South Karelia. It is situated 6 km from the centre on Joutseno and less than 20 km from the airport of Lappeenranta.

The downhill skiing centre has six lighted slopes, four lifts, and a lift and slope for children. The vertical is 70 meters and the length of the slopes varies from 300 to 600 meters. The number of slopes and lifts is limited.

Myllymäki also has cross-country tracks and a sledding hill. In addition, it offers other services such as a skiing school, maintenance, renting and storage of ski equipment, café and a restaurant, a sauna, and campfire. There is also a caravan park in the area and a small cottage of 60 m² that can be rented for various occasions.

The budget for the suggested plans is 5000 euros.

In the report and the presentation, please answer the following questions:

- **Customer satisfaction**
 - *Who are the customers of Myllymäki?*
 - *The maintenance costs in this business are high. In the case of Myllymäki, how should customer satisfaction be guaranteed when taking the costs into consideration? What are the most important actions for the company?*
 - *What actions could increase the satisfaction of Myllymäki's customers (that do not exist now, or could be improved somehow)? How satisfaction is or should be measured in this case?*
- **Sales per customer**
 - *Can Myllymäki increase the sales per customer?*
 - *In which service/product areas can this be done and explain how. What actions are needed?*