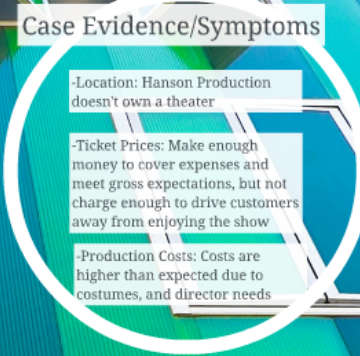
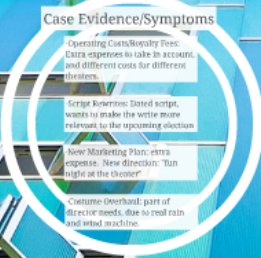


Hanson Production Case Analysis



Primary Problems

- Location
- Ticket Price
- Date of Musical
- Production Cost
- Weekly Operating Cost
- Royalty Fee
- Script Rewrites
- New Marketing Plan
- Costume Overhaul
- Amount of people involved
- Unfinished material

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Case Evidence/Symptoms

-Location: Hanson Production doesn't own a theater

-Ticket Prices: Make enough money to cover expenses and meet gross expectations, but not charge enough to drive customers away from enjoying the show

-Production Costs: Costs are higher than expected due to costumes, and director needs