



## Salmones Puyuhuapi Part II



Primary Problems

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- 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

Case Evidence/Symptoms

-Location: Hanson Production doesn't own a theater

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-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

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## Case Evidence/Symptoms

-Operating Costs/Royalty Fees: Extra expenses to take in account, and different costs for different theaters.

-Script Rewrites: Dated script, wants to make the write more relevant to the upcoming election

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-New Marketing Plan: extra expense. New direction: "fun night at the theater"

-Costume Overhaul: part of director needs, due to real rain and wind machine.

## Case Evidence/Symptoms

-Date: (First week of March) Not all theaters are open during that week

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-Unfinished Songs: Composer committed 2 unfinished songs

-Large Cast/Employee Involvement: Over 20 people working for the production, in turn, extra expenses

# Alternatives

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- Location:** Warehouse, college auditorium
- Ticket Price:** No discount for 6 months, then discount for people outside target market
- Date of Musical:** Push back the date of performance
- Weekly Operating Cost:** Find most cost efficient location, cut least valuable employees
- Script:** Purchase more relevant script, or stay with what they have

# Alternatives

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- Marketing Plan:** Push date back, allow for longer marketing campaign. Choose venue with largest past turnouts
- Costume Overhaul:** New costumes, hire costume designer
- Unfinished Songs:** Hire different composer, use past songs



Price: \$79.10, discounts  
months to those who  
of the targeted age  
phic

Script: Stick with original  
script, pass on revisions  
(Time restraint and can cut  
writer out of the budget)

Unfinished Material  
any new material,  
focus on costume

Composer: Because there will  
be no rewrites to the script, the  
composer can be cut. No need  
for new songs

Location: The Hilton Theater  
because of the willingness to  
invest, higher seating capacity

Costumes: Undergo the overhaul, to  
aid production value

Date: First week of M

Amount of People Involved:  
cut unneeded employees  
(i.e. composer, writer, etc..)

Marketing Plan: Stick  
initial new plan. (Ex

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