



Zero-Fee Tours
An Irresistible Bargain
or a Sinkhole?
Group Members: Mark, Kenyon, Jane, Fung

TheCaseSolutions.com



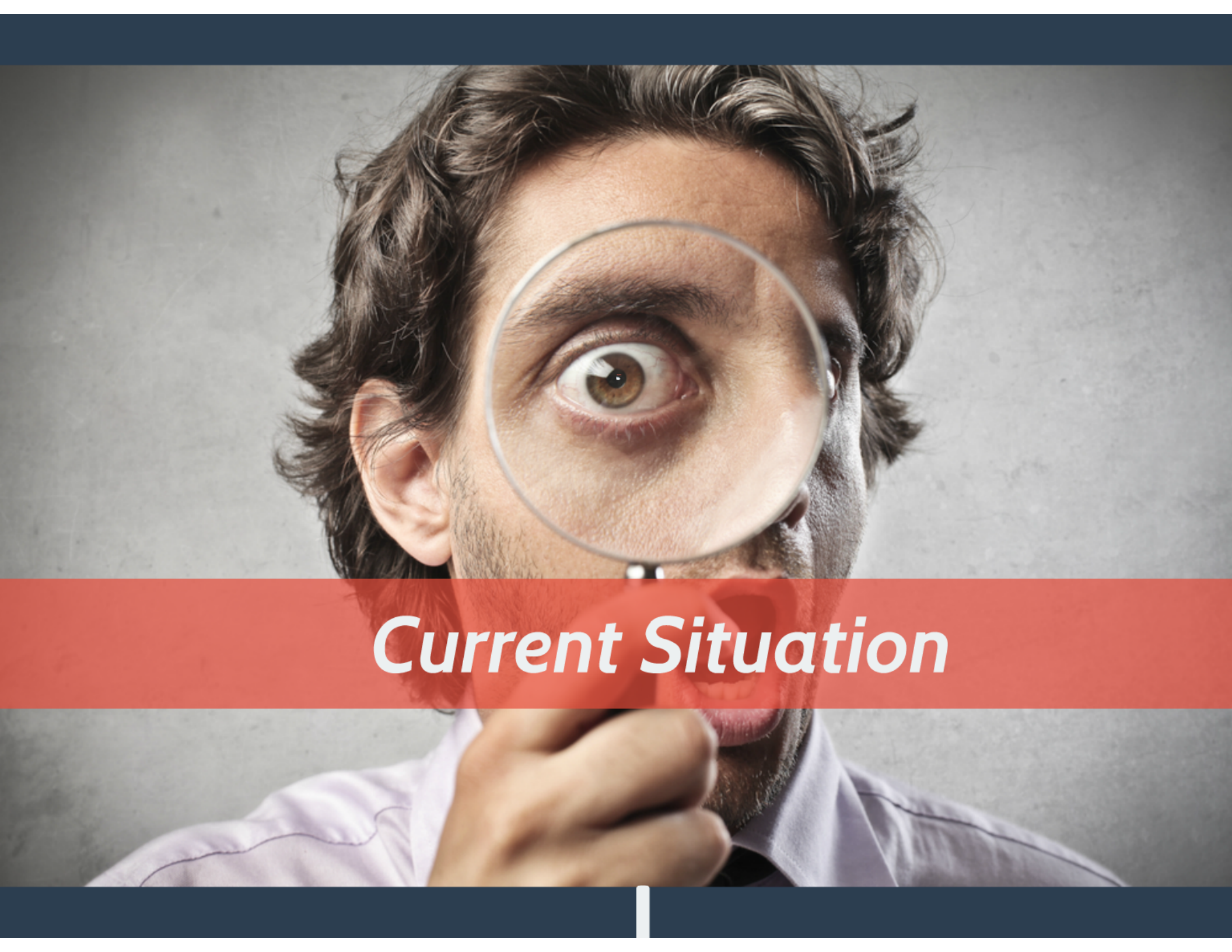


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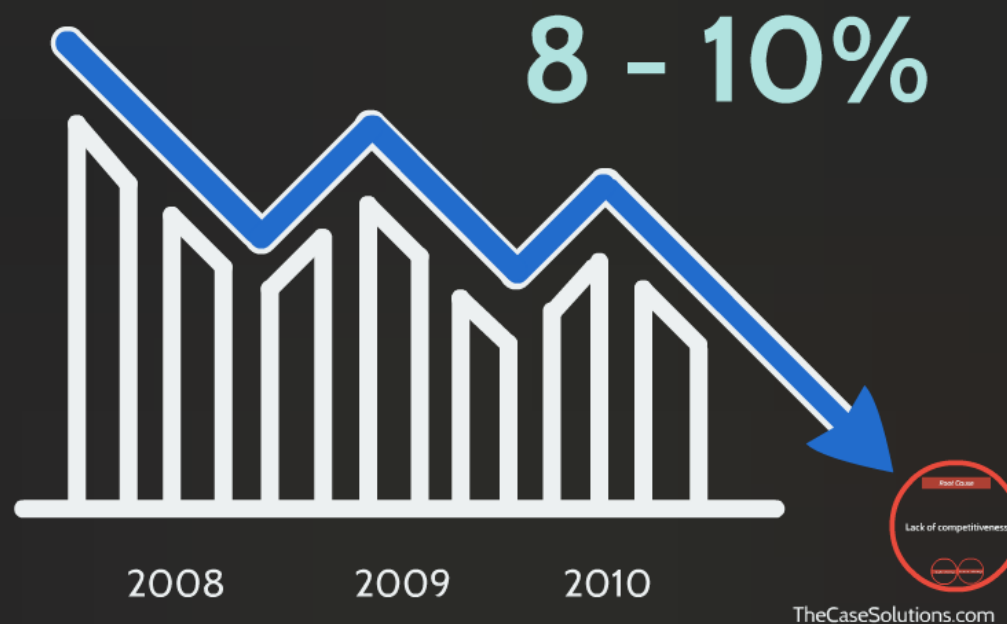
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Current Situation

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Zero-Fee Tours: An Irresistible Bargain or a Sinkhole?



Strategy

Improve the

**Price
Advantage**

**Product
Advantage**

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Violation of Law

Damage Reputation

Fluctuation of Revenue

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What Comes Next ?



Conclusion