

### Bon Star hotel and Casino

Benchmarking & Market Analysis	Analysis/Response	Comments (Elaborate)
Market Size	In Namistan	<p>75% –85% are occupied by branded and unbranded hotels.</p> <p>Local and Foreign travellers are high in number which forms a high competition between hotels.</p>
Industry Concentration	Medium	Bon star hotel provides few options of services in the hospitality industry of Namistan compared to other hotels in the market.
Market Saturation	Low	Due to poor infrastructure , poor services ,improper management and services.
Product Life Cycle Stage	Decline	Hotel is not up to the mark or current trend in the market and growth is declining.
Level of Competition	High	<ol style="list-style-type: none"> <li>1. Other Hotels level of entertainment is high.</li> <li>2. Well performing Casino.</li> <li>3. Better professional staff and management.</li> <li>4. Variety of food products and services.</li> </ol>

Demand Drivers	Clients	As they are occupying more office rentals.
Supply Drivers	Do other hotels exist creating competition? Yes	From management to co-workers and services creates high competition.
Power of Suppliers	High	Associates of Mr.Kaplan are high in number with potential suppliers.
Power of Buyers	High	Even if the hotel is in Loss many buyers or investors want to acquire this hotel.
Economies of Scale	Yes	Hotel has lot of potential for its growth in future if its infrastructure and services are improved or modified with new technology system.
SWOT Analysis	Please let a minimum of 3	
Strengths	a. Well performed Casino b. Good Location c. Office space d. Kitchen space	a. According to the case study Bon star Hotel Casino was well performing and was in great success. In the past hotel earned a good amount of revenue via Casino.  b. As the hotel is in central Asia more Foreign and local travellers are attracted.

		<p>c. Hotel can earn high revenue from providing Office Space for rentals.</p> <p>d. Kitchen have lot of space more than 1000 sq. Meters which can accommodate many numbers of chefs and kitchen items.</p>
Weaknesses	<p>a. Poor Management</p> <p>b. Lack of Technology</p> <p>c. Improper Financial Records</p> <p>d. Unskilled workers</p> <p>e. Poor Services</p>	<p>a. Lack of experience in management and poor communication between managers and staff.</p> <p>b. There was no official website and provision for online booking.</p> <p>c. There was no proper records maintained by the staff of the transactions happened in the hotel.</p> <p>d. As the 3-star hotel they lacked skilled culinary workers.</p> <p>e. Poor services were provided compared to other hotels.</p>
Opportunities	<p>a. Raising Funds</p> <p>b. Adapt new technology</p> <p>c. Improve in working of Management</p>	<p>a. As Krieg Corporation acquisition with Bon Star Hotel they can raise more funds through investors.</p> <p>b. Digitizing the system with new technology.</p> <p>c. Improving the quality of management system.</p>

Threats	<ul style="list-style-type: none"> <li>a. Poor Communication</li> <li>b. Competitors</li> <li>c. Less focus on hotel</li> <li>d.</li> </ul>	<ul style="list-style-type: none"> <li>a. Poor association between the hotel management and Kreig Corporation.</li> <li>b. Hotels have Casino and developed infrastructure</li> <li>c. Poorly managed hotel is threat for Bon star to get bankrupt</li> </ul>
Recommendations		<p><b>Hire more experienced and skilled staff in hospitality management.</b></p> <p>Renovating the hotel to the modern interior design and facilities.</p> <p>Rebuilt a Casino with current trend.</p> <p>Implement more payment methods.</p>