



An assessment about the failure of the Sahara Hotel in Las Vegas

By Alexandra Riepe

GRIN Verlag Mrz 2012, 2012. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2011 in the subject Business economics - Business Management, Corporate Governance, grade: 80%, University of Lincoln, course: Strategic Management, language: English, abstract: The following report will show the failure of the Moroccan theme hotel Sahara which was located in Las Vegas. With the help of a SWOT analysis several internal and external reasons will be explained and evaluated in this report. It will also consider how the hotel could have maintained competitive advantage by choosing an appropriate strategy which could have improved the hotels situation. This report, undertaken in October 2011 shortly after the closing of the Sahara in May 2011, pursues the goals to explain possible reasons for the failure of the Sahara Hotel and to show opportunities how the company could have avoided it by looking at the business and functional level of strategies. Furthermore, it will outline the strengths, weaknesses, opportunities and threats of the hotel which can be seen as internal and external reasons for the failure. Tough competitors and management problems were the two leading causes for...



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