



DOWNLOAD



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...



READ ONLINE
[5.23 MB]

Reviews

Merely no words to spell out. It is amongst the most awesome publication i have read. Your life span will likely be transform as soon as you full reading this book.

-- **Marvin Okuneva**

Completely among the best publication I have got at any time go through. I have got go through and so i am confident that i will likely to read again once more down the road. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Zachery Mertz**

Other Books



Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)

Prometheus Books, United States, 2000. Hardback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. The Internet may now be the most powerful, single source of information in the world, and with an estimated 200 million computers in...



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1624-1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible...



Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)

Proquest, Eebo Editions, United States, 2010. Paperback. Book Condition: New. 246 x 189 mm. Language: English Brand New Book ***** Print on Demand *****.EARLY HISTORY OF RELIGION. Imagine holding history in your hands. Now you can. Digitally preserved and previously accessible only...



Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 146 Publisher: Higher Education Pub. Date :2009-07-01 version 2. This book is a secondary vocational education and management of...



Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read Write Inc. Set 1 and 2 sounds....



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...