

# Strategic goals and management plan for harrah's hotel and casino essay sample

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## About Harrah's

Harrah's Hotel & Casino is an exciting entertainment destination in the heart of the Las Vegas Strip, offering its customers first class hotel accommodations, gaming, entertainment and promotions. With so many hotels and casinos in the Las Vegas valley, one must determine its goals and vision to guarantee that it stands out from the competition, offering its customers unprecedented service while providing unique incentives for its employees.

## Mission statement.

A company's vision is a " general statement of its intended direction that evokes emotional feelings in organization members." (Dessler, 2003). The mission statement determines the type of business it will be by setting the purpose for the company, and provides the management direction and vision. This statement " broadly outlines the organization's future course and serves to communicate ' who they are, what they do, and where they're headed." Id. Our mission statement is to provide the best service to our shareholders, customers, and employees by building the reputation needed to be the leading casino in Las Vegas.

## Our vision.

Our vision for Harrah's is to be the most recognized casino on the Las Vegas strip. We will keep the atmosphere fun and exiting to ensure that every customer leaves satisfied, and every customer will anticipate returning. Harrah's will not only be known for the best gaming but for other venues

such as restaurants, clubs, and shows. We will ensure our customers find the same courtesy, treatment and service from our sister properties as they receive from the Las Vegas property. Harrah's will offer incentives to employees to downsize employee turnover. We will offer the highest quality of technology.

Strategic Goals.

Brand Name Recognition:

Over the next five years, Harrah's would like to be recognized as one of the leading casinos on the Las Vegas Strip. It is our goal to become the standout brand name of casinos like Kleenex is to facial tissue or A-1 is to steak sauce. We would like to be recognized in newspapers, television ads and magazine reports as one of the nation's best casinos.

Company Growth.

Harrah's would like is to achieve a substantial growth in profits, earnings and customer satisfaction. We need to utilize effective money management strategies in order to use our recourses efficiently. Harrah's wants to increase company value through constant earnings. We want to give our customers the proper recognition and appreciation because they are the most important assets to our company.

Atmosphere.

Harrah's desires to provide a fun and exciting gaming environment with comp incentives, so that our customers will anticipate returning to our casino. By having an array of lights, colors, high occupancies and uplifting settings, we can maintain an appealing atmosphere for our customers. In addition, Harrah's wants to provide a safe, secure, and clean business for our customers to enjoy their casino experience.

#### Reputation.

Not only does Harrah's want our customers to enjoy the gaming but we also would like them to be able to take pleasures in other venues. When our customers arrive at Harrah's, we don't want them to leave so we want to make an attempt to offer a variety of other events for all ages like movies, arcades and buffets. Our reputation will reflect a consistent focus on striving and providing quality services and products. Harrah's will make an effort in all our other locations throughout the world to obtain a reputation of the best service.

#### Incentives.

Another goal of the Harrah's is to form incentive packages for our employees, to keep turnover down and production levels up. We believe that if we keep the employee happy, they will work harder to keep the customers happy which will keep our shareholders pockets happy.

#### Technology.

An additional goal is to invest in cutting edge technological resources to increase efficiency and profits, constantly renovating the Information Technology Systems. Harrah's would like to periodically research technological upgrades and changes. We also want to implement current technology to identify the needs of our business or the lack thereof.

### Formulate Strategy to Achieve Goal

#### Standout Strategy:

With a variety of casinos on the strip, it is hard to stand out and become the leading casino on the Las Vegas strip; however, with the right stand out strategy it is not impossible. Harrah's will have to implement a plan to stick out from the rest of the casinos. For example the Mirage has a volcano, Paris has an Eiffel Tower and Treasure Island has a pirate show just to name a few. Do you see a theme? Without a prominent attraction, Harrah's will concentrate on our other features like the reputation of its sister properties, the fun atmosphere, friendly staff and high quality technology to attract its customers.

#### Second Stop Strategy.

With the help of our sister properties all over the world, Harrah's can encourage customers to visit any other our other Harrah's properties and insure them that they will receive the same wonderful experiences as they do from the Las Vegas property and visa versa. The Harrah's club card will be valid at all Harrah's locations and club card holders are able to increase

their points no matter which Harrah's they visit but they earn extra points for playing at the Harrah's on the Las Vegas strip. It is kind of like frequent flyer miles, where the customer can use any airline but will receive better prices or incentives for traveling on a certain airline.

Customer Opinion Strategy.

The customer's input allows Harrah's to identify customer needs. Knowing what the customer wants will give Harrah's an opportunity to bring in new customers and provide a fun friendly atmosphere.

Free Give Away Strategy.

Harrah's can promote a good reputation by giving out free water on hot Las Vegas days. Harrah's can also promote other venues at the casino like buy an entrée at our restaurant; free movie tickets or show tickets; and free entry into the clubs.

Employee Motivation Strategy.

Technology Comparison Strategy

How to Implement Strategy

Repetition

Promotions

Examination

Development

Incentives

Computing

Evaluate and Correct.

Individual and department evaluations will ensure that company expectations are not too high that they seem unattainable or on the flipside, that the company expectations are not too low that employees will not apply themselves to their full potentials. The evaluations will confirm that goals are being accomplished and will allow the company to take action to correct any goals that are not being obtained.

To persuade employees to work harder to achieve the goals, graphs are posted in the back of house i. e. employee break rooms, locker rooms, and check in areas. When goals are reached by the company, bonuses can be given to the whole company to encourage employees to work together as a team and to encourage that the employees are striving to accomplish the same goals. Graphs of the status all over back of the house areas to show progress and how close to the target each area and the property as a whole are.

Conclusion

In conclusion, these strategic goals will make Harrah's Hotel & Casino the premier entertainment and gaming destination on the Las Vegas Strip as

well as around the world. With cutting-edge technology, excellent customer service and employee motivational and incentive programs, we will increase profits and capture a huge market share.