

International business discussion

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Business Strategy of Sands China Hotel Sands China hotel has grown significantly over the years. The management of the hotel applies various market strategies. The strategies have helped the hotel grow immensely over the years. The hotel has access to the best transportation. They boast of an improved rail connection between the hotel and Cotai. Cotai is the business hub of Macau and contains many customers. The good transport has helped expose the hotel to Macau Mass market boom. The market boom is the backbone for the hotel, because an increase in people, leads to an increase in mass gambling. Gambling generates many revenues for the hotel.

The hotel has a brand of jet called Cotaijet. The brand transport many customers to the hotel. Furthermore, the hotel focuses more on entertainment content. The management is aware that entertainment lures many Chinese people. It is their basis for success. The hotel has created more hotel rooms and theatres. The management has increased the size of the arena that hosts entertainment performers. It has created the worlds largest casino, where gambling is the main activity.

The management does not want to advertise casinos in China. They want to develop an emotional connection between the customers and the hotel. It will leave an effect on them, and they would forever return to the hotel. The hotel boosts of its entertainment content. The hotel hosts filming award shows, traditional boxing and often bets on Chinas hit television. The management wants to satisfy every market segment.

The hotel has emphasised on retail strategy. The strategy has seen the hotel increase the size of the retail segment. The hotel has opened additional

phases of the hotel. It would help in attracting more customers (Tracy, 2014).

Work Cited

Tracy, E. (2014, February 27). business strategy of Sands China. (A. Lau, Interviewer)Print.