

Wynn marketing strategies research paper examples

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The corporation owns casino resorts with each hotel having 45 floors and ground area of more than 18500m² and with an aggregate of 4750 rooms. It has 35 food and beverage outlets that offer spontaneous and fine dining, two spas and salons, three night clubs, wedding chapels and approximately 283000 sq. feet of meeting space. The company owns and operates several well built and maintained resorts that provide quality services to consumers. The Wynn Las Vegas resort targets vacationers. The resort supplies local folks with the best meat, groceries, and backed goods in the growing city of Las Vegas. Each year, it serves more than a million visitors who come seeking its services. Most of its clients are those with a lavish lifestyle. They also operate Macau in China that seeks to serve the Chinese.

The culture of the company is built on compassion. They care about their customers, the business and their colleagues. The company serves various people who come seeking for its services. It has a highly trained and experienced staff that has enabled it to continuously provide quality services to its clients. It has also been able to build a very strong brand name that has enabled consumers to proudly associate themselves with the company's products and services. It integrates superior amenities, luxurious environment and distinctive entertainment to create resorts that appeal to the global customers. This is what enables the company to compete in the highly competitive global market.

The Las Vegas is the largest market. The market has millions of people to be served but the service providers are also many. In 2012, the daily room rate increased by 2.8%, vacationers increased to 39.7 million, and gaming revenues increased by 2.3%. As such, it has been able to register very high

sales and made big profits. They market their products using online database. This has enabled millions of people to be served by the company annually.

Work cited

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