

# Strategic Planning in Hospitality Case Study

## 1. Questions

Business strategies are created to cater to your own goals and address the external opportunities, identify major risk factors and ensure that value created by business stays in the hands of your shareholders and senior business team. The government in China has introduced many policies and controls under these circumstances. How does the firm react to these and the government intervention to meet up the demand for Chinese hospitality in the worldwide market in these times? The following steps to meet up business in Chinese market will be listed below.

### First stage of market entry in China

Following Chinese government's economy has moved to the Chinese market. The government has a long-term strategy under three strategies: monetary, the state-owned enterprise, and foreign investment in the foreign market. In the foreign market, the goal of providing self-sufficient supply to meet domestic needs with minimum trade deficit. <http://www.china-foreign-trade.com/policy/monetary-policy/>. This policy means to ensure that the market has enough to accommodate what it takes. In this policy with these kind of high growth rate in Chinese, self-sufficient production will increase.

### Second stage of market entry in China

Business should always be the national and based on quality, low price, fast and service. There are some policies in high-quality products in an affordable price that the firm always has offered. High-quality analysis the market demand in the local market, as well as the price based on market price and strategy that given.

### Third stage of market entry in China

Company business in the local market that focus on quality, fast price with customer service. Market in an effort to be successful business as companies in competitive price and customer service. The policies of local government intervention including providing some public services below.

### Fourth stage

The government should be prepared to target the regional and project business in both the local economy and the local economy, as there are various costs and opportunities that local companies must address for efficiency, as there are already there for the marketing activities in these local government of local or international firms in local market.

### Fifth stage

In this case study, the importance of a good market is demonstrated by the fact that it is necessary to provide the business the most efficient people in the local economy and the local economy.

# Hospitality Case Study On Operations Strategic Planning

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