



Westlake Lanes: How this business can be saved? Harvard Case Solution & Analysis



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Problems:

- High expenses and costs of operation.
- High Debits.
- Low Employee morale.
- Customer Acquisition is at a very low rate.
- Current customers are not the targeted customer segment.

What is the first action Givens should have taken?

We advise Givens to meet with each department head and discuss issues in the departments, set goals and one year plan for improvement.

Givens's actions:

- Communicated with creditors to postpone maturity date.
- Lowered expenses:
- Replaced cleaning company with a local team for half the price.
- Stopped annually renewed subscriptions.
- Lowered electricity cost with governmental help.
- Researched to specify targeted market segment.
- Specified responsibilities amongst all employees.

Actions classification:

Inappropriate: Inability to divide the work and responsibility with coworkers.

Appropriate: Reduced costs. Changed some of the suppliers.

Advice ?

Givens is advised to hire a marketing experts to develop a strong marketing plan to help the business succeed.

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**What do you think of
Givens behavior ?**

It was excellent!

why ?

- 1- She started with the financial challenges which are the most important for any business survival.**
- 2- Focused afterwards on her team and the people who are going to push the business in order for it to succeed.**