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# **WESTLAKE LANES:HOW CAN THIS BUSINESS BE SAVED?**





# *Introduction*

**Westlake Lanes is a bowling alley which started in its golden age but now it seems to have a doubtful fate. The problems that affect this kind of business include reduced shopper traffic, old structures and more competitors. This case solution from The Case Solutions looks into the possible measures that could possibly help in the revival of Westlake Lanes and bring back that fortune.**







# *Understanding the Problem*

**There are various Reasons as to why Westlake Lanes is in trouble. First, this has occurred because the number of customers visiting the traditional bowling centres has gone down. Second, infrastructure of the given facility is worn out and inadequate with twenty-first century amenities, which do not appeal to new generations of bowlers. Then, the threat from new entertainment products and local players has risen more than ever.**





# *Marketing and Branding*

**Thus, Westlake Lanes' branding and marketing require an improvement.**

**The business should strive to build on its brand equity, go social and ensure that it incorporates the right promotions. Additional sources of traffic include; Special occasions, themed evenings, and relationships with other sellers in the community.**





# *Conclusion*

**They also highlighted the current issues, which include; The Best Espresso porter 9 can therefore reveal that; Westlake Lanes can transform its current challenge into a strong foundation for a successful future by adopting appropriate strategies such as facility upgrade, rebranding and addition of other products.**



# RESOURCE

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

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