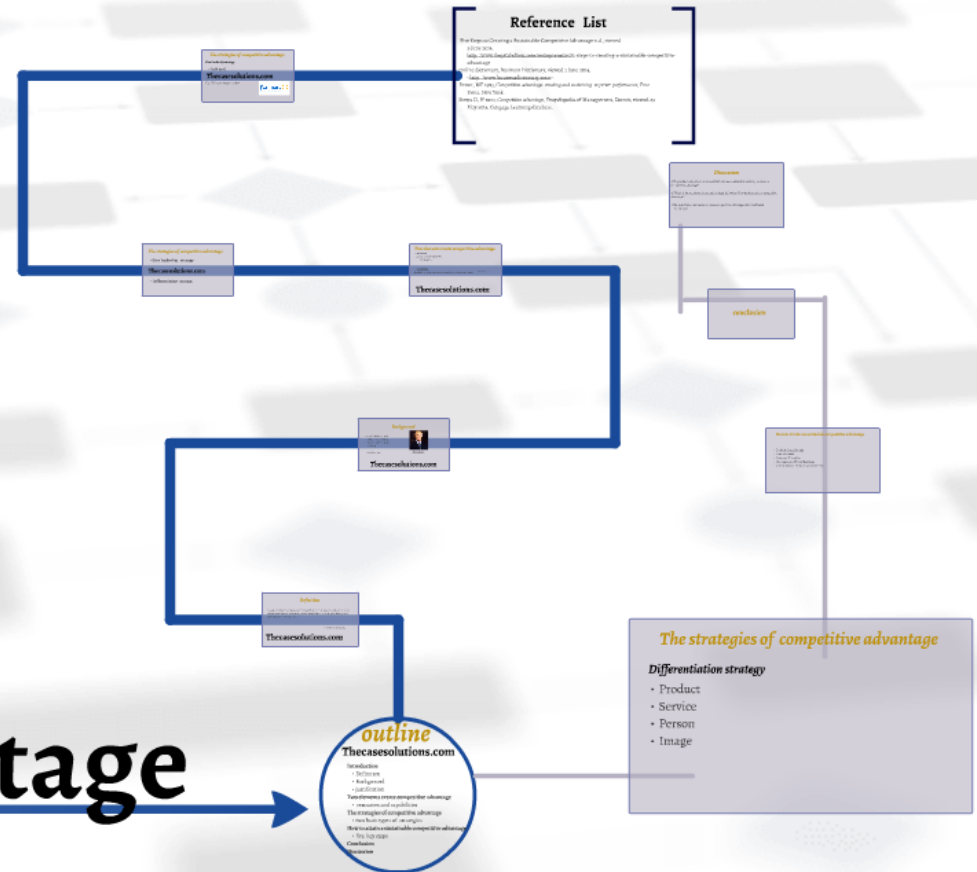


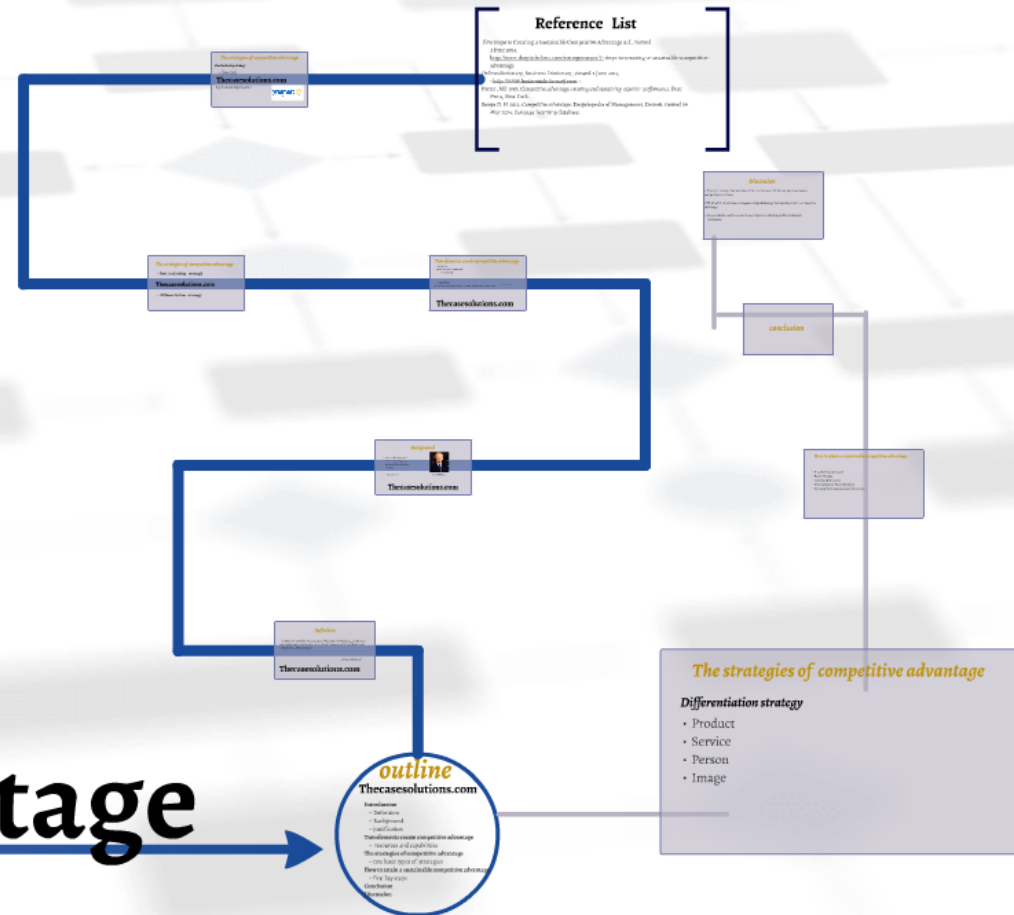


Sustainability of Competitive Advantage

Thecasesolutions.com



Thank you



Sustainability of Competitive Advantage

Thecasesolutions.com

Thank you

outline

Thecasesolutions.com

Introduction

- Definition
- Background
- justification

Two elements create competitive advantage

- resources and capabilities

The strategies of competitive advantage

- two basic types of strategies

How to attain a sustainable competitive advantage

- five key steps

Conclusion

Discussion

Definition

" A superiority gained by an organization when it can provide the same value as its competitors but at a lower price , or can charge higher prices by providing greater value through differentiation."

--Business Dictionary

Thecasesolutions.com

Background

- Historical background
Time: in the mid 1980
Creator: Michael Porter
A theory



Michael Porter

- Development

Thecasesolutions.com

Two elements create competitive advantage

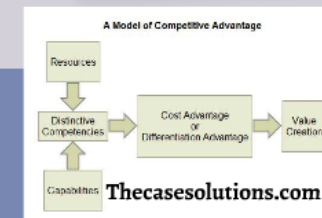
- **Resources**

e.g Patents and trademarks

Brand equity

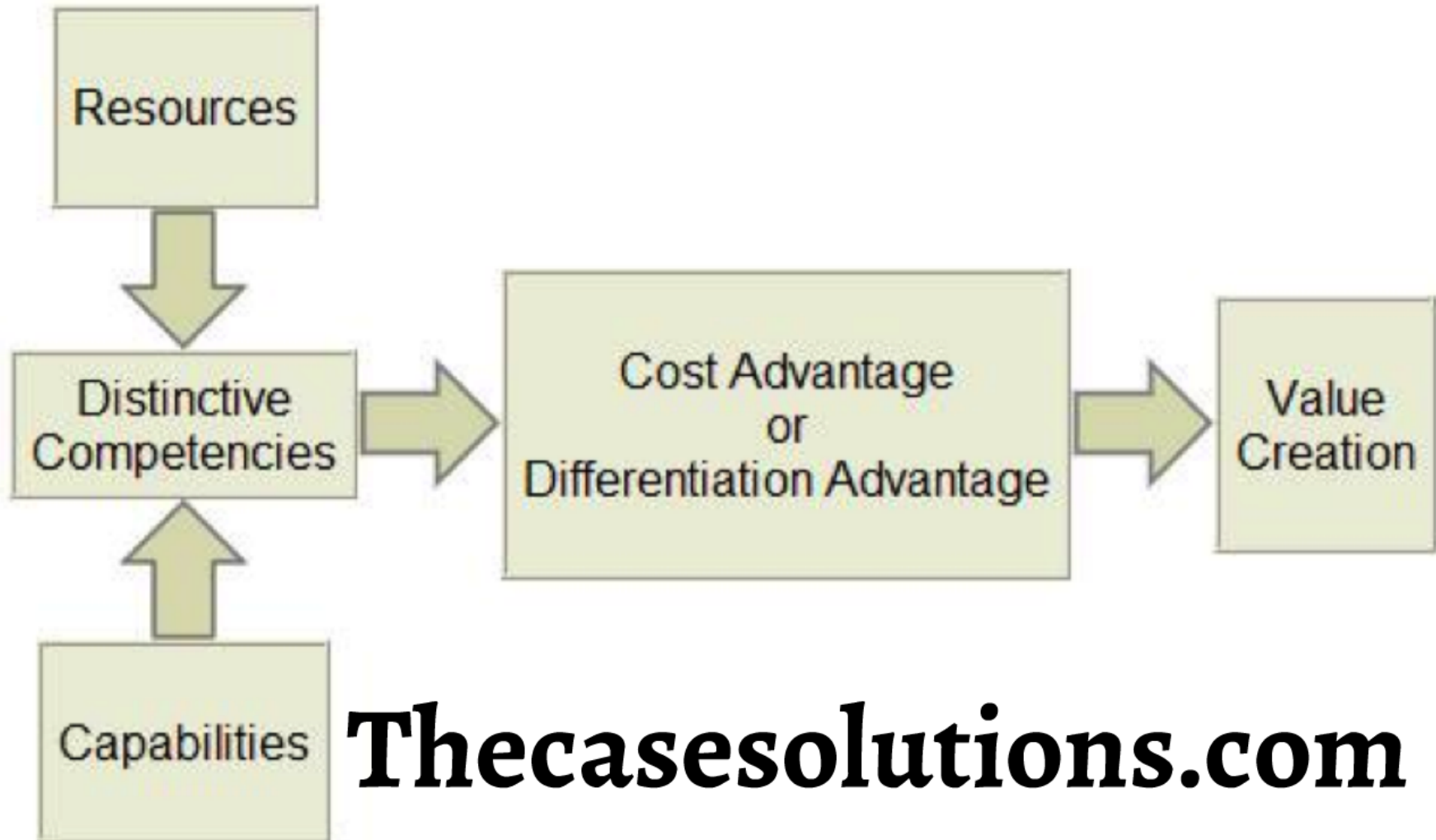
- **Capabilities**

the ability to bring a product to market faster than competitors



Thecasesolutions.com

A Model of Competitive Advantage



Thecasesolutions.com

The strategies of competitive advantage

- **Cost leadership strategy**

Thecasesolutions.com

- **Differentiation strategy**

The strategies of competitive advantage

Cost leadership strategy

- low cost

Thecasesolutions.com

E.g Walmart Supermarket

