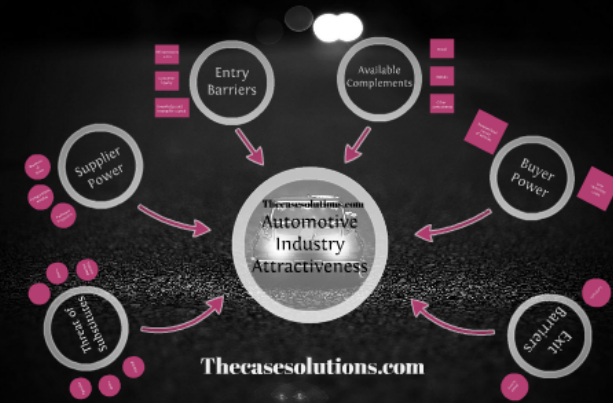


Reliance Retail: Creating Social Value through Banana Supply Chain

Thecasesolutions.com

The Agenda

Thecasesolutions.com



Thank you!

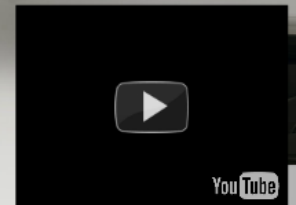


Differentiation ← → Cost-Leadership



Strategic Groups

Electric Automotive Industry



References

- Introducing the Future: Tesla Model S Commercial - YouTube. (n.d.). YouTube. Retrieved February 18, 2013, from <http://www.youtube.com/watch?v=RqVWGLEwyyo>
- Rothaermel. (2013). Strategic Management: Concepts and Cases. New York: McGraw-Hill/Irwin.





Reliance Retail:
Creating Social
Value through
Banana Supply
Chain

The Agenda

Thecasesolutions.com



Thecasesolutions.com

Common Automotive

Industry Attractiveness Analysis

Thecasesolutions.com

Electric Automotive

Industry

Attractiveness

Analysis



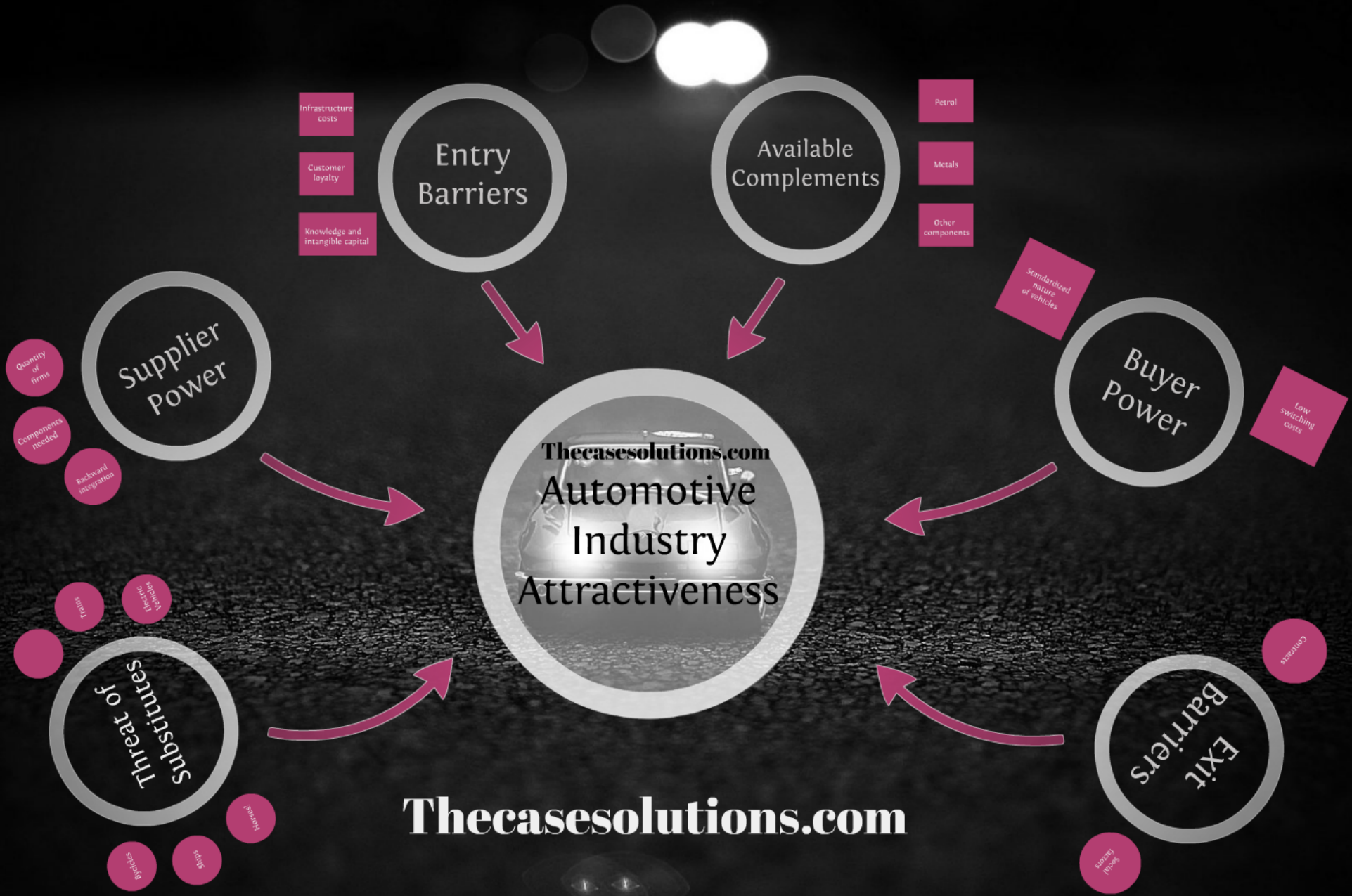
Thecasesolutions.com

Identification of Strategic Groups

Thecasesolutions.com

Competition Analysis

among Strategic
Groups



Thecasesolutions.com



Thecasesolutions.com
Automotive
Industry
Attractiveness