

Khosla Ventures: Biofuels Gain Liquidity

TheCaseSolutions.com

Thecasesolutions.com CONTENTS

- I- Business level strategy
 - Strategic position
 - Growth business strategy
- II- Differentiation strategy and its value drivers
- III- Cost leadership strategy and its value drivers
- IV- Business level strategy and its value drivers
 - Differentiation: Benefits and operations
 - Cost leadership: Structure and alternatives
- V- Blue ocean strategy
 - Value innovation
 - Break to the market
- VI- Conclusion

NOT SURE IF THANK YOU FOR YOUR ATTENTION

OR THANK YOU FOR NOT SLEEPING DURING THE PRESENTATION

Any questions?

VI-Conclusion

How to formulate business strategy in order to have a sustainable competitive advantage?

Managers should make sure they have a mastery of their environment for them to be able to choose the best strategy when necessary without however neglecting all the risks some strategies include:

Struck in the middle

- Different strategies
- Distorted internal value chain
- Inferior performance
- Competitive advantage

Strategy canvas

- Show strategies
- Help determine course of action
- Divergence

Disruptor

- Analytical skills
- Staff performance
- Innovation value

Robust

- Culture
- Human capital

Base

- Higher quality
- Higher price

Crater

- A new way of performing

Chapter case: Situation

"Leopoldo de Solís"

Can business apply lean techniques to the digital world? How did they manage to have such a success with their 4 concept?



III- Cost-leadership and its value drivers

- Economies of scale
- Economies of scope
- Process efficiency
- The cost of capital
- Economies of scale
- Economies of scope
- Economies of scale
- Economies of scope

YouTube logo and a smiley face icon.

thecasesolutions.com

CONTENTS

- I- Business level strategy
 - Strategic position
 - Generic business strategy
- II- Differentiation strategy and its value drivers
- III- Cost leadership strategy and its value drivers
- IV- Business level strategy and the three differentiation results and strategies
 - Cost leadership: Structure and operations
- V- Blue ocean strategy
 - Value innovation
 - Break the trade
- VI- Conclusion

BE SURE IF THANK YOU FOR YOUR ATTENTION

Any questions?

VI- Conclusion

How to implement a business strategy in order to have a sustainable competitive advantage?

Managers should make sure their have a mastery of their environment for them to be able to choose the best strategic option necessary without however overlooking all the risks some strategies include.

Stuck in the middle

- Different strategies
- Distinct internal value chains
- Inferior performance
- Competitive advantage

Strategy canvas

- Show strategies
- Help determine course of action
- Divergence

Illustration

- Annual sales
- Unit performance
- Customer sales

Risk factors

- Clashes
- Honor shift

Risks

- Higher quality
- Higher price

Creates

- A new way of packaging

Chapter case Solution

"Le cinque di sole"

Can someone really claim themselves to be a disruptor? How do they manage to have such a success with their disruptor?

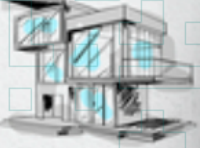


IDEA 45% is SALE!

TEAM

internet

MARKETING



Khosla Ventures: Biofuels Gain Liquidity

TheCaseSolutions.com

III- Cost-leadership and its value drivers

Low cost leader

- Economies of scale - competition
- Cost advantages
- The cost of input factors
- Economies of scale
- Superior quality
- Lower customer operational costs and equipments
- Being able to change all customer physical properties



Differentiation: Cost-leadership: Focus

- McDonald's
- Walmart
- Target
- Costco
- Amazon
- eBay
- Netflix
- Apple
- Google
- Microsoft
- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram
- Snapchat
- Uber
- Lyft
- Airbnb
- Expedia
- Booking.com
- Lastminute.com
- Expedia Group
- TripAdvisor
- Hotels.com
- Orbitz
- Expedia
- Lastminute.com
- Expedia Group
- TripAdvisor
- Hotels.com
- Orbitz



II- Differentiate strategy and its value drivers

- Differentiation strategy
- Superior quality
- Lower customer operational costs and equipments
- Being able to change all customer physical properties



II- Value drivers

- Product features
- Customer service
- Customization



I- Business-level strategy

- Strategic position
- Generic business strategy

II- Differentiation strategy and its value drivers

III- Cost leadership strategy and its value drivers

IV- Business-level strategy and the 5 forces

- Differentiation: Benefits and downsides
- Cost leadership: Benefits and downsides

V- Blue ocean strategy

- Value innovation
- Stuck in the middle

VI- Conclusion





idea 45% is **SALE!**

"How to formulate a business strategy in order to have a sustainable competitive advantage?" **Thecasesolutions.com**

MARKETING

inter

SUCCESS

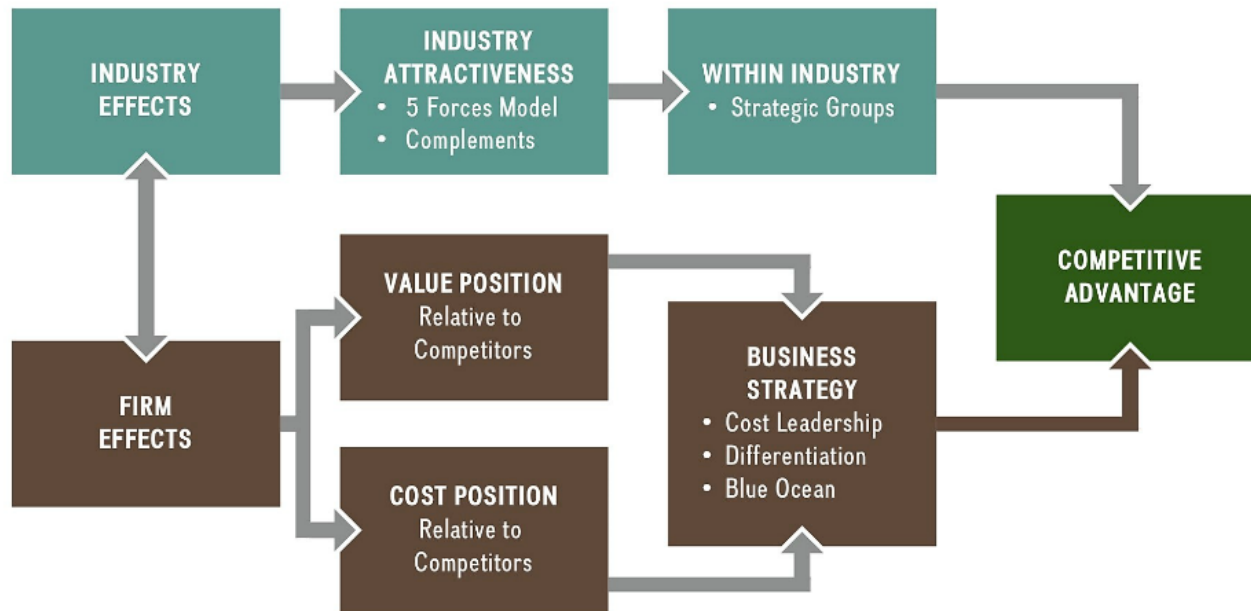


I- Business-level strategy

How to compete for advantage.

- Action
- Who, What, why and how
- Industry effects and firms effects.

Thecasesolutions.com



Thecasesolutions.com

1- Strategic position

- Value and cost
- Business-level strategy → Strategic position
- Strategic trade-off

Thecasesolutions.com