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Porter $┼ Cost Leadership┼ Competitive
advantage: low cost Price strategy profit of low cost company Context Customer sensitive to price
Few ways to achieve differentiation Customer not care for brands A lot of bargaining t ┼ +┌┼
q┌┼ +┐↕ p┌◘┐┌◘¶┌◘┐◘↕ S┌ q ┐┘┌ How to achieve low
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Limited by the nature of the business, products, market, and the management Experience curve:
familiarity, specialization, tacit knowledge, innovation, standard The difference between companies
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transaction cost others The design of the products and process Take full advantage of the capacity
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Disadvantages of cost leadership !!┌┐┌(┼ CCost leadership and the price war Cost
leadership and the profit D┼ D C┌┌ Differentiation Strategy
(┼ Competitive advantages: differentiation Sources of differentiations The categories of
differentiation The differentiated products and differentiated customers Valuable differentiation
Identified by customer Not easy to copy Reasonable price premium \D┼ [┌┼ A┌┼ D┐↑
[┐¶├┘┐┘↑A◘┐◘¶)Disadvantages of differentiation strategy **┐$┼ Can not
be appreciated by the market Too high price/premium Disharmony of the value chain Easy to be copied
by others Innovation and differentiation Niche
strategy┼ tConcentrated in one or several market segments Provide value for certain
customers Closely cooperate with customers ″u┼ .┌┐┌└G┐└ t┌┌ .Competitive
strategies and industrial features //┌┐┌└┼ Emerging industries Features of this kind
of industries Instability of tech Lack of perfect cooperation system Lack of industrial standard
Need a lot of investment, market cultivation Key points of strategies Concentration of resources
Building industry structure, industrial standard and order◘ NS廩剉VC钀钣 Change the doorsill
(Critical mass Proper time of enter (Game theory) p8┼ €
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industries Relative mature of tech (Microwave oven) Large market size, usually Scattered
industries Z↕┼ D┌┼ ┌└└┌┌┐┌└D┌┐┌↑┴┌┘┌└ #Disasters in competitive
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some strategies Assessment of the strategies local competition to international competition
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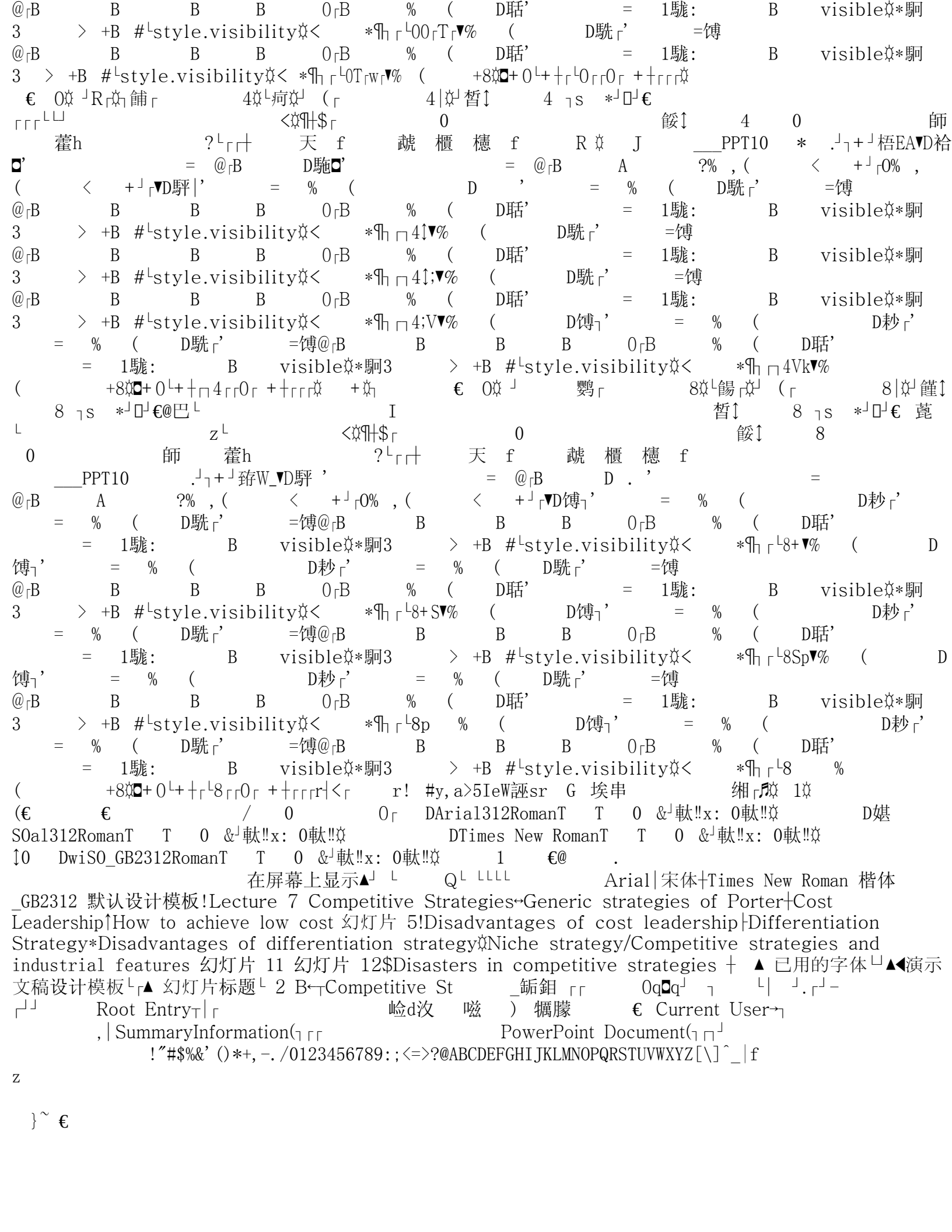

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Identified by customer Not easy to copy Reasonable price premium \D┼ [┌┼ A┌┼ D┐↑
[┐¶├┘┐┘↑A◘┐◘¶)Disadvantages of differentiation strategy **┐$┼ Can not

be appreciated by the market Too high price/premium Disharmony of the value chain Easy to be copied by others Innovation and differentiation Niche strategy┼ tConcentrated in one or several market segments Provide value for certain customers Closely cooperate with customers ″u┼ .┌┌└G┐└ t┌┌ .Competitive strategies and industrial features //┌┌┼ +B #└style.visibility✡< *¶┐┌└0¶▼% (D癘■’ = % (D馦■’ = % (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0¶8▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└08L▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0Lo▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0o % (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0 % (D癘■’ = % (D馦■’ = % (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟3 > +B #└style.visibility✡< *¶┐┌└0 % (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟3 > +B #└style.visibility✡< *¶┐┌└0 % (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0 '┌▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0'┌P┌▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└0P┌s┌▼% (+8✡■+ 0└+┼┌└0┌┌0┌ +┼┌┌┌✡ € 0✡ ┘R┌✡┐舖┌ 4✡└疴✡┘ (┌ 4|✡┘晢↕ 4 ┐s *┘□┘€ ┌┌┌└└┘ z└ <✡¶╪$┌ 0 餒↕ 4 0 師 藿h ?└┌┌┼ 天 f 蘠 櫃 櫙 f ___PPT10 .┘┐+┘梧EA▼D雟 ’ = @┌B D ’ = @┌B A ?% ,(< +┘┌O% , (< +┘┌▼D駍|’ = % (D ’ = % (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌4↕▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌4↕;▼% (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌4;V▼% (D褸└’ = % (D駛└’ = % (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟3 > +B #└style.visibility✡< *¶┐┌4Vk▼% (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟3 > +B #└style.visibility✡< *¶┐┌4k % (+8✡■+ 0└+┼┌4┌┌0┌ +┼┌┌┌✡ € 0✡ ┘ 鸜┌ 8✡└餳┌✡┘ (┌ 8|✡┘饉↕ 8 ┐s *┘□┘€@巴└ 晢↕ 8 ┐s *┘□┘€ 蔑 └ P <✡¶╪$┌ 0 餒↕ 8 0 師 藿h ?└┌┌┼ 天 f 蘠 櫃 櫙 f ___PPT10 .┘┐+┘痺W_▼D * ’ = @┌B D皴 ’ = @┌B A ?% ,(< +┘┌O% ,(< +┘┌▼D馋┐’ = % (D秒┌’ = % (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟3 > +B #└style.visibility✡< *¶┐┌└8+▼% (D馋┐’ = % (D秒┌’ = % (D駪┌’ =馋 @┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟 3 > +B #└style.visibility✡< *¶┐┌└8+S▼% (D馋┐’ = % (D秒┌’ = % (D駪┌’ =馋@┌B B B B 0┌B % (D聒’ = 1駹: B visible✡*駟3 > +B #└style.visibility✡< *¶┐┌└8Sp▼% (D馋┐’ = % (D秒┌’ = % (D駪┌’ =馋

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