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Strategies !+ ! D Generic strategies of
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 + +r
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Limited by the nature of the business, products, market, and the management Experience curve:
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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 !!r+r(+ CCost leadership and the price war Cost
leadership and the profit D+ D Crr 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+ [r+ A+ D1↑
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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+ .nrLGL trr .Competitive
strategies and industrial features //nr+ 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鑼钹 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 Z1+ D+ rLrnrLDr↑LrL #Disasters in competitive
strategies \$\$nr\$+ same strategies applied by all competitors Bottle-neck in applying
some strategies Assessment of the strategies local competition to international competition

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\$Session 11 Competitive Strategies^jq^jq^7^Microsoft Office PowerPoint@

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