Business-Level Strategies (Competitive positioning and the business-level strategy)

"Business Level" consists of a single set of products or services offered by an organization. All businesses have at least one business unit, requiring business level strategies; however, some businesses have more than one business unit (For example, Pepsi, Co. may divide their company into a Beverage Unit and a Snack Foods Unit, among other units), requiring business level strategic planning in multiple realms of the organization. Business level strategies focus on the products/services and the customers they serve. An organization may look at functional strategies on the corporate level (applicable to the entire organization and all of its units), as well as for each business unit (applicable to a specific part of the whole...).

**Discuss/example any terms of current events relating to business levels... (200words)**