**Competitive Advantage**

For this module, we will focus on the strategic options available for companies at the level of business strategy.  Companies select business strategies to obtain sustained competitive advantage (SCA) against competitors. SCA's are advantages that can not be easily copied or imitated by competitors.  A few years ago, strategist talked in terms of Porter's generic strategies (basically cost and differentiation).  Today, we have four distinct strategies we use to analyze strategic options, although there are various approaches to achieving these strategies employed by different firms.

* cost leadership
* differentiation
* niche focus
* pre-emptive move (or first-mover advantage)