Touro University International

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MGT 599: Strategic Management

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Module 4 SLP

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|  | Low Cost | Differentiation | Focus | Pre-Emptive |
| Strengths: Availability of substitutes | Makes it difficult for competitors to enter the industry | Unique product makes it hard to copy | Focus on improvements to keep your product desired and current | Stay ahead of other companies to ensure your product maintains an edge, and keeps other companies out of the industry |
| Weaknesses: Bargaining power of customers | Bargaining power can lower prices even more, diminishing profits | Unique products make it hard to bargain due to lack of substitutes | Focus on lowering costs to maintain profits with lowered prices | Research needs and wants of customer to stay ahead of what they are going to want, allowing you to charge more |
| Opportunities: Socio-Cultural | There will be less ability for fundraisers because of less capital | A larger selection will reach out to different groups and provide a bigger customer base | Establish fund-raisers in the target market area that are in line with the customer’s ideals | Have a “Grand opening” with 10% of proceeds going to a local charity or group |
| Threats: Strong Competitive Rivalry | Undercut Rivals on Price through Operational Economies | Brand Loyalty attracts repeats customers | Find an underserved market segment that rivals are unwilling to serve | Beat the rivals out of the gate, establish dominant position |