

Michael Porter's Competitive Advantage Theory: Focus Strategy for SMEs



Filesize: 3.59 MB

Reviews

Very good electronic book and useful one. it absolutely was writtern extremely completely and useful. You will not feel monotony at at any moment of your respective time (that's what catalogs are for relating to when you question me).

(Prof. Noah Zemlak DDS)

MICHAEL PORTER'S COMPETITIVE ADVANTAGE THEORY: FOCUS STRATEGY FOR SMES

[DOWNLOAD](#)

GRIN Verlag GmbH Mai 2011, 2011. Taschenbuch. Book Condition: Neu. 213x158x4 mm. This item is printed on demand - Print on Demand Neuware - Research Paper from the year 2008 in the subject Business economics - Business Management, Corporate Governance, grade: A, University of Applied Sciences Chur, course: MSc Entrepreneurship, language: English, abstract: This report was commissioned to examine whether small and medium enterprises (SMEs) that target only a few market segments will promote their products and services more effectively than SMEs that target the mass market. The research draws attention to Porter's generic theory of competitive advantage by mainly concentrating on the third of his competitive advantage strategies, the focus strategy. Theory as well as a practical survey was used in order to falsify or approve the research question. Theory revealed Porter's focus strategy to have several key advantages over a mass market strategy which make firms pursuing such a strategy more effective in their product promotion efforts. First, a focused firm does not have to devote substantial resources into being all things to all people entailing less expenditure of time and money in comparison to a mass market strategy. Second, empirical evidence was found that customers do value specialized firms due to their focused capabilities. Third, a focused firm is less likely to be overwhelmed by great amount of different customer request and is more likely to identify and adapt to market changes in a quick time manner. Besides the advantages of a focus strategy, the research question is only supported when the SME makes bigger rivals to accommodate their existence in the segment(s) by creating circumstances in which the cost for the bigger rival in fighting the SME exceeds the cost of accommodating the SME. 27 SMEs from South Germany have returned completed questionnaires which...



[Read Michael Porter's Competitive Advantage Theory: Focus Strategy for SMEs Online](#)



[Download PDF Michael Porter's Competitive Advantage Theory: Focus Strategy for SMEs](#)

Related Books



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Download Document »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Download Document »](#)



Sport is Fun (Red B) NF

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Sport is Fun (Red B) NF, Dianne Irving, This title is part of Pearson's Bug Club - the first whole-school reading programme that joins books and...

[Download Document »](#)



Sleeping Beauty - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Sleeping Beauty - Read it Yourself with Ladybird: Level 2, In this classic fairy tale, Sleeping Beauty pricks her finger on a spinning wheel and falls...

[Download Document »](#)



Adobe Indesign CS/Cs2 Breakthroughs

Peachpit Press, 2005. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Adobe InDesign is taking the publishing world by storm and...

[Download Document »](#)