Session 2a

Competitive Advantage in Economic Competition
In this session you will learn:

1. How superior value creation as the objective of marketplace exchange rules economic competition.
2. How your business can create more value
3. How your business can capture its share of that value to create value for the firm
4. How to analyze an industry value chain and your firm’s place in that chain
5. How to use the five forces model to analyze industries and markets for their profit potential
6. How to focus firm resources on attractive segments of an industry to gain competitive advantage
7. How to identify a firm’s sources of competitive advantage
Strategy is the Route to Competitive Advantage

- GOALS
- OBJECTIVES
- STRATEGY
- TACTICS
The Game of Economic Competition

- Exchange creates value
- Competitive position determines who gets to exchange
- Power determines how value is allocated
Exchange Creates Value for Buyers and Sellers

Perceived Utility

Price

Total Cost

Buyer’s Value

Seller’s Value

Total Value

Created By The Exchange

The Exchange Creates Value for Buyers and Sellers

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To Win You Must...

- Create More value
- Capture More Value
Winners Increase Value By Delivering Higher Utility

Advantaged Firm’s Perceived Utility

Competitor’s Perceived Utility

Price

Cost

Product Patent
Knowledge of Customers
Locational Advantage
Winners Increase Value By Delivering Higher Utility

- Advantaged Firm’s Perceived Utility
- Competitor’s Perceived Utility
- Product Patent
- Knowledge of Customers
- Locational Advantage
- Price
- Cost

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BUT CAPTURING VALUE

IS A DIFFERENT GAME
The Players in the Game Share the Total Value That is Created

- RAW MATERIALS
- COMPONENTS
- ASSEMBLED PARTS
- ASSORTMENT OF PRODUCTS
- DELIVERED SYSTEM
- FOCAL PRODUCT
- CUSTOMER / USER
Rules of the Game (1-3)

- Customer value sets ceiling on value available to chain
- Bargaining power determines allocation of value
- In the long run players in the game can only get the value they create
Competition Determines Ability to Capture Value

RAW MATERIALS
COMPONENTS
ASSEMBLED PARTS
ASSORTMENT OF PRODUCTS
DELIVERED SYSTEM

POTENTIAL ENTRANTS  FOCAL PRODUCT  SUBSTITUTE PRODUCTS
CUSTOMER / USER
Ability to Capture Value is Affected by Five Forces

- Supplier
- Leverage
- Substitutes
- Intensity of Rivalry
- Potential Entrants
- Buyer
- Power
The Customers Capture Value When...

- Product has little differentiation
- Low switching costs
- Few buyers buy large volume
- Product performance is not premium need
- Buyers have full information
- Backward integration is credible threat
- Buyers earn low profits
The Suppliers Capture Value When...

- Supplier’s product has few substitutes
- High switching costs
- Supplier’s product performance is important
- Few suppliers serve many customers
- Credible threat of forward integration
Industry Rivalry Determines Ability to Capture Value

- Intensity of competition within industry determines value captured by that industry
- Firm’s competitive advantage determines its share of industry value
Rivalry is Intense When...

- Numerous, equally balanced competitors
- Slow industry growth
- High fixed costs
- Competitors have diverse goals
- High exit barriers
- There are high strategic stakes
The Ability to Create and Capture Value Varies Across the Industry

Winners Apply More Resources to Attractive Combinations
The Law of Competition

- Competition reduces profits to risk adjusted rate of return

- Supranormal profits are available only to firms with sustainable competitive advantage
Final Rules of the Game (4-5)

• Existence of substitute products limits price industry can charge

• Threat of new entry limits supranormal profits
Good Strategies...

ENABLE THE BUSINESS TO SUSTAINABLY DELIVER SUPERIOR VALUE TO CHOSEN MARKET AND TO KEEP ITS SHARE (OR MORE) OF THE VALUE CREATED
These are the Seven Sources of Competitive Advantage

Superior Inputs

Superior Technology

Superior Offering

Superior Access

Superior Segments

Superior Customers

Superior Operations
Winning Strategies...

• Radically change the value equation
• Push the boundaries of the product market
• Increase accessibility--reduce distribution cost
• Compress the supply chain
• Anticipates and acts on shifts in the environment before rivals