

Strategic Positioning

Objectives

- Define strategy
- Discuss the nature of strategic positioning
- Introduce the merits of strategic planning

What is Strategy?

At general management's core is *strategy*:

- Defining a company's position
- Making trade-offs, and
- Forging fit among activities.

Principle #1 of Strategic Positioning

- Strategy is the creation of a unique and valuable position, involving a different set of activities.
 - Serving few needs of many customers
 - Serving broad needs of few customers

Features

Suppliers

Marketing

Fulfillment

Channels

Consumers

Great suppliers deserve access to millions of relevant consumers. Our local market expertise and distribution technology is the fastest way to capture market share.



Powerful commerce channels

Get your products in front of relevant consumers across all touch points. Say goodbye to managing listings on multiple marketplaces, developing alternative sales channels, and building relationships with individual resellers.

[Learn more](#)

Connect your fulfillment solution

Integrate your in-house or 3rd party fulfillment solution and start selling through our network immediately. Looking for a world-class fulfillment solution? We can help!

[Learn more](#)

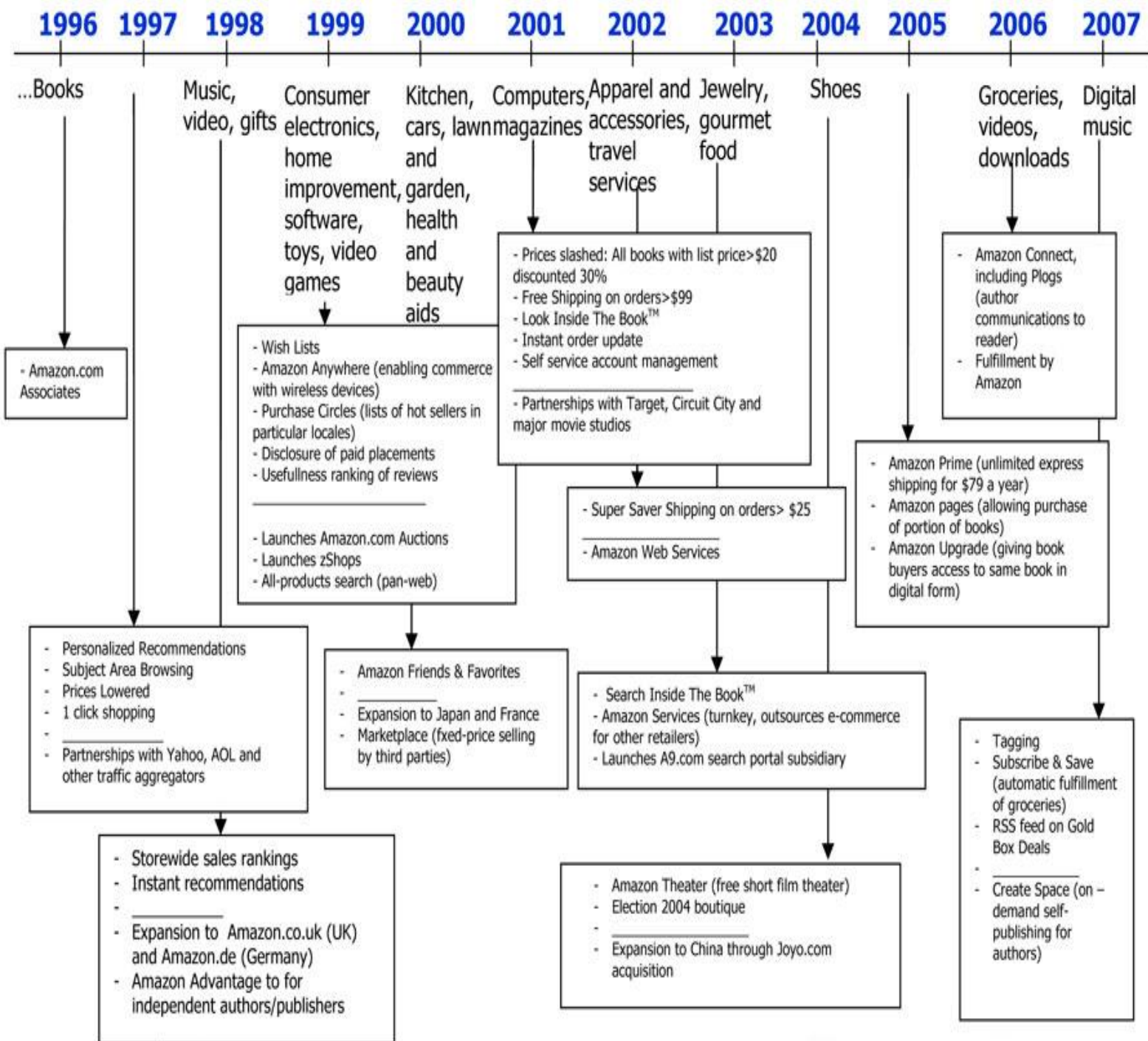
Incredible consumer experience

By sending a consistent brand message across multiple sales channels combined with a delightful fulfillment experience, your customers can't help but tell their friends.

[Learn more](#)

Principle #2 of Strategic Positioning

- Strategy requires you to make trade-offs in competing to choose what *not* to do.
 - You cannot be all things to all people.
 - Focus on developing a solution and a brand that is meaningful and consistent to customers.
 - Emphasize serving one market well and explore growth opportunities later.



Everyone's Private Driver™

[SIGN UP NOW](#)[or Learn More](#)

Request from Anywhere

Use our iPhone and Android apps,
m.uber.com or SMS (US/Canada only).

Ride with Style & Convenience

Within minutes, a professional driver in a
sleek black car will arrive curbside.

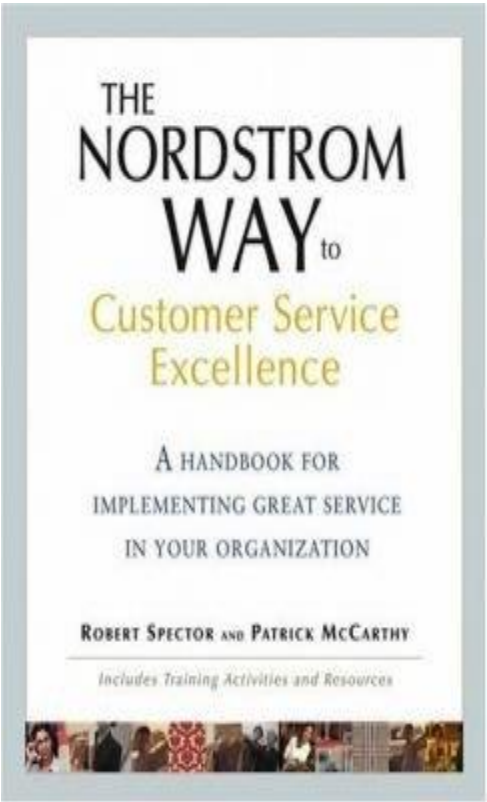
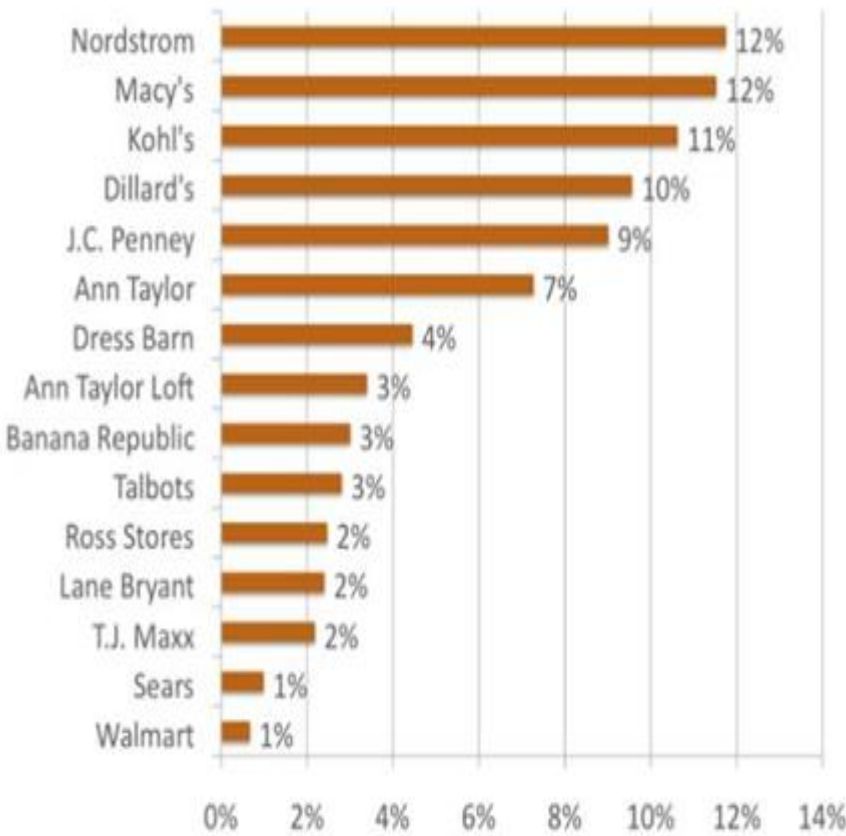
Hassle Free Payment

Automatically charged to your credit card
on file.

Principle #3 of Strategic Positioning

- Strategy involves creating a “fit” among a company’s activities.
 - Company activities must reinforce one another
 - Wal-Mart’s low cost is supported through minimal personalized customer service and limited ambiance in its stores
 - Nordstrom’s higher cost match personalized service
 - Fit drives competitive advantage and sustainability
 - Competitors struggle to imitate well-developed activities

Favorite Business Fashion Retailers Indexed by Store Count



Source: Market Force Information

Strategic positioning should uncover new opportunities

- Strategic positions are often not obvious, and finding them requires creativity and insight.
- Entrepreneurs often discover unique positions that have been available but simply overlooked by established competitors.

Summary

- Strategy is the creation of a unique and valuable position
- Strategy requires you to make trade-offs in competing to choose what *not* to do
- Strategy involves creating a “fit” among a company’s activities