

## How organization use IT to achieve different strategies to achieve competitive advantage?

There are four 4 Methods of Competitive Advantages

- a. Cost Leadership
- b. Differentiation
- c. Defensive Strategies
- d. Alliances

### *a. Cost Leadership*

- Cost leadership is the first competitive advantage of a businesses to attempt to gain.
- Cost leadership as an advantage take place when a business is going to produce the same quality at a lower price.
- Cost leadership strategies focus on gaining raw materials that are the highest quality at the lowest price.

### *b. Differentiation*

- Differentiation is the second strategy business are using to set themselves apart from competitors.
- low cost is only one part that side of a business from others.

### *c. Defensive Strategies*

- Defensive strategies are defined as a marketing tools which help companies.
- Each company has the challenge to protect its brand and enough reputation among other brands.

### *d. Alliances*

- Strategic alliance is an important source of resource, learning and thereby competitive advantages.
- Competitive advantages can gained by businesses seek strategic alliance with other businesses in joined companies.

