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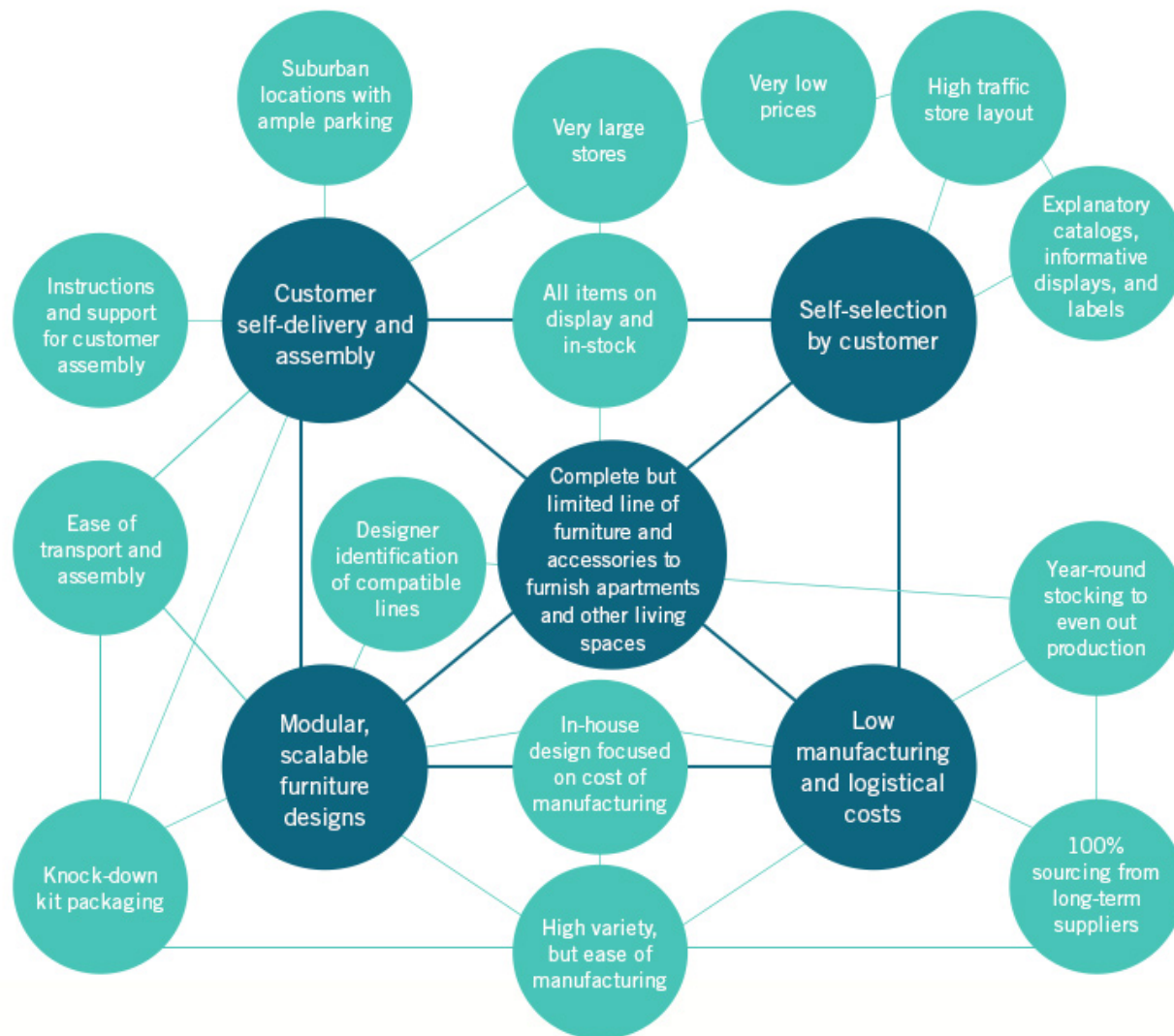
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# Fit Across the Value Chain

Strategy involves creating “fit” among a company’s activities. Fit has to do with how the activities in the value chain interact and reinforce one another.

Fit drives both competitive advantage and sustainability: when activities mutually reinforce each other, competitors can’t easily imitate them.

**Fit is Leveraging What is Different to be More Different**



IKEA's strategy involves a whole system of activities, not a collection of parts. Its competitive advantage comes from the way its activities fit and reinforce one another.

When using the value chain as a framework, it's important to remember that all the activities in the chain are linked and interdependent. Positioning choices determine not only what to do and how to do it, but also how everything fits

together. While operational effectiveness is about achieving excellence in each activity, strategy is about *combining* activities.

> [MORE ABOUT THE VALUE CHAIN](#)

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## WHY FIT MATTERS

You can enhance uniqueness and amplify trade-offs when activities combine to reinforce your strategic position. If you make premium technology products, like Apple, you become even more distinctive when you offer a sophisticated sales force and a marketing approach that emphasizes specialized customer assistance and support.



Institute for Strategy &  
Competitiveness  
Harvard Business School  
Ludcke House  
Boston, MA 02163  
Email: [isc@hbs.edu](mailto:isc@hbs.edu)

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