



**Subject: Management Information System**

**Semester: VII**

## **Role of Information System in Framing Organizational Strategy and Bringing Competitive Advantages**

- Competitors rivalry. Thus, it requires a constant effort to gain competitive advantage in the marketplace. The competitive forces present all the time engage significant resources of a firm in order to deal with them.
- Not only do firms need to compete with other firms in the marketplace for survival but they must also work to stay ahead of them in competition.
- A competitive strategy is a statement that identifies a business's approach to compete, its goals, and the plans and policies that will be required to carry out those goals (Porter, 1985). A strategy, in general, can apply to a desired outcome, such as gaining market share. A competitive strategy focuses on achieving a desired outcome when competitors want to prevent you from reaching your goal. Therefore, when you create a competitive strategy, you must plan your own moves, but you must also anticipate and counter your competitors' moves.