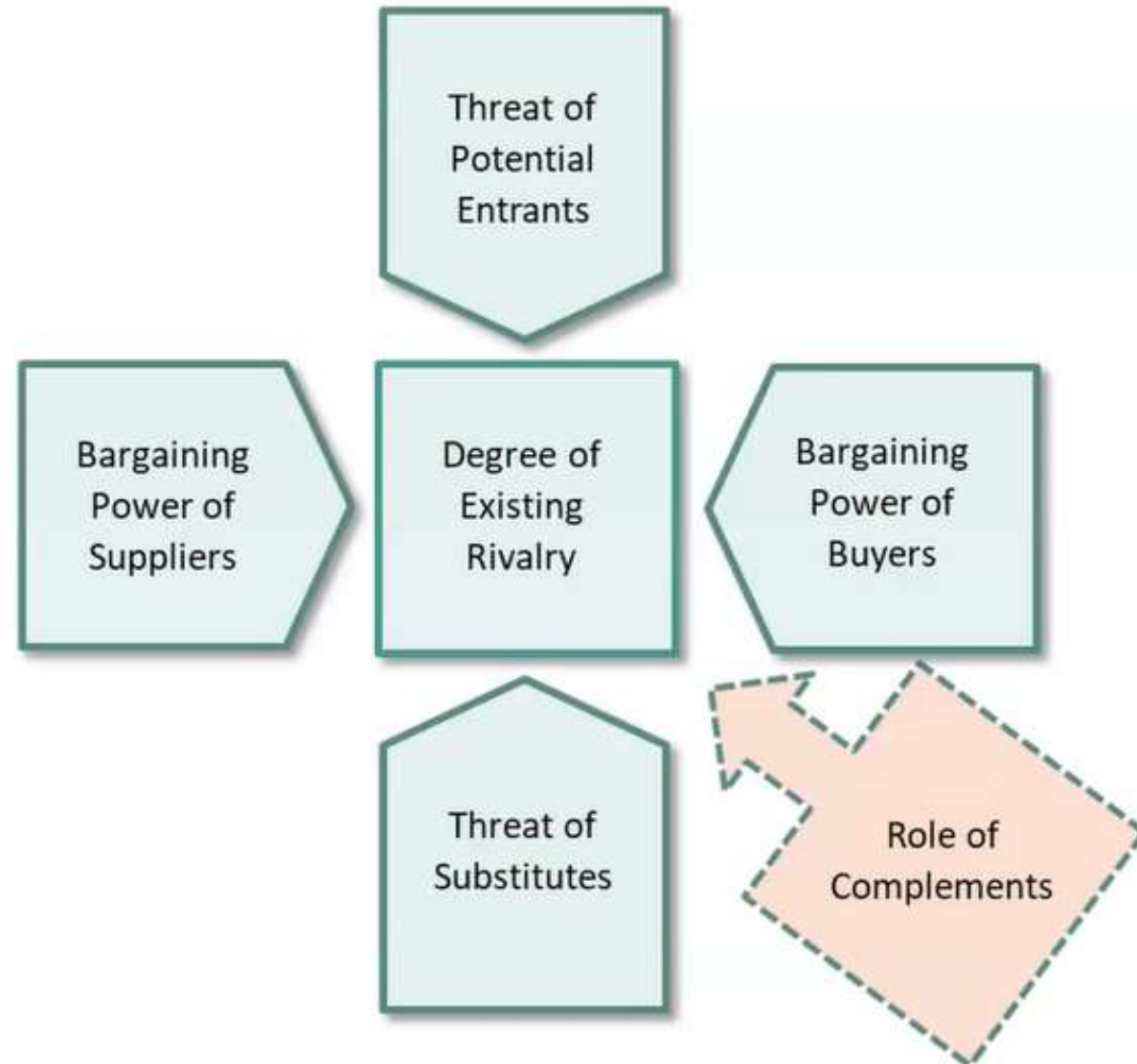


Five-Force Model plus Complements.



<https://youtu.be/W0hySWG HKj4>



Source: Adapted from Michael Porter, **Competitive Strategy: Techniques for Analyzing Industries and Competitors**.

Competitive advantage



It refers to the unique attributes, resources, or capabilities that enable an organization to outperform its competitors in a specific market or industry. This advantage can manifest in various ways, such as offering better products or services, lower prices, superior customer service, or faster delivery, among others. The ability to sustain and defend this advantage over time is essential, as it allows a company to maintain profitability and market leadership.

Case study analysis

