Sure, here's a real-world example illustrating how a company's core competency in technology innovation translates into a competitive advantage:

Example: Apple Inc.

Core Competency: Apple Inc. has a core competency in technology innovation, particularly in the design and development of consumer electronics, software, and digital services. The company invests heavily in research and development (R&D) and employs top talent to create groundbreaking products and experiences.

Competitive Advantage:

1. Product Differentiation: Apple's relentless focus on innovation results in the development of iconic products that set new industry standards. For example, the iPhone revolutionized the smartphone market with its touchscreen interface, sleek design, and ecosystem of apps, setting it apart from competitors.
2. Brand Equity: Apple's brand is synonymous with innovation, quality, and premium user experience. Its loyal customer base trusts the brand to deliver products that are innovative, reliable, and stylish, giving Apple a competitive advantage in attracting and retaining customers.
3. Ecosystem Lock-in: Apple's integrated ecosystem of hardware, software, and services creates a seamless user experience and promotes customer loyalty. Once customers invest in Apple products, they are more likely to stay within the ecosystem, purchasing additional devices and services, such as Mac computers, iPads, Apple Watch, and iCloud storage.
4. Market Leadership: Apple's innovative products have helped it establish a dominant position in various markets, including smartphones, tablets, smartwatches, and digital music. The company's ability to anticipate consumer trends, disrupt industries, and shape consumer behavior contributes to its market leadership and competitive advantage.
5. Premium Pricing: Apple's reputation for innovation and quality allows it to command premium prices for its products. Despite fierce competition, Apple maintains high profit margins by offering differentiated products and positioning itself as a luxury brand in the consumer electronics market.