



Competitive advantage in stable market		
Characteristics	Advantage	Source
High market share	Relatively low cost	Asset
No new customer	Barriers to entry	Asset
Contracts exist	Low selling cost	Architecture
Fixed plan capacity	Full utilisation	Asset
Stable labour force	Top of experience curve	Asset

Resources	Acquired	Routine based	Unrelated
	Current	Replication based	Resource based
Direction/ Trajectory?		Current Routines	Developed

Culture	Achieve comp advantage	Cope with strategic change
Power	Lacks analysis	Unpredictable
Role	Slow	Resistant
Task	Flexible	Change is norm
Personal	Lack focus	Unpredictable