

Business Model and Strategy

- Business model + external analysis creates a strategy.

Strategy

- Key decisions and actions that a company takes to achieve goals.

- Good Strategies Answer:

- 1 → Where do we compete. Arenas.
- 2 → Why are we unique in market. Differentiators.
- 3 → What resources do we use to deliver our unique value.
- 4 → How do we sustain our competitive advantage

- Strategy also covers what a firm does not do.

- From above (further detail)

- 1: You play in arena
- 2: Relates to your differentiator. every company must have a differentiator
- 3: What things the company has that allow for making the product
- 4: Keep innovating? something else?

- Strategic Positioning

MKT Scope	Broad	Broad Low Cost	Broad Differentiated
	Niche	Niche Low Cost	Niche Differentiated
		Low Cost	Differentiated
Competitive Approach			