TITLE:ANALYZING COMPETITIVE ADVANTAGE IN REAL COMPANIES.

1.INTRODUCTION:Here,we take 2 companies,1 is from consumer goods sector and another is technology sector .

CONSUMER GOODS SECTOR:BRITANNIA INDUSTRIES LIMITED.

TECHNOLOGY SECTOR:ORACLE COMPANY.

2.OVERVIEW OF COMPANIES:

\*Established in kolkata in 1892, Britannia is a household name in India, and one of the country's leading food products companies. Our key businesses are in bakery, dairy, and adjacent snacking categories and our operations span over 80 countries in the world.

\* Oracle Corporation was founded in 1977 by Larry Ellison, Bob Miner, and Ed Oates. The company's first product was the Oracle Database, the first commercially available relational database management system to use SQL. Over the years, Oracle has grown through internal development and acquisitions.

3.RESEARCH COMPETITIVE ADVANTAGE:

STRENGTHS OF THE ORACLE Co.

\*Vast customer base.

\*Diverse portfolio

\*High brand recognition

\*Increase agility

STRENGTHS OF BRITANNIA INDUSTRIES LIMITED.

\*Focus on quality.

\*Liquidity position.

\*Profitability.

REVIEWS BY CONSUMER:

#### ORACLE:

**Vasilis M.**

* **Role:** Information Technology
* **Industry:** Technology
* **Involvement:** End User of Application
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## Affordable, Secure and Robust DBMS

### Likeliness to Recommended

**Pros**

* Continually Improving Product
* Reliable
* Enables Productivity
* Efficient Service

#### BRITANNIA: [5.0 out of 5 stars Crunchy biscuits for tea](https://www.amazon.in/gp/customer-reviews/R3UZVLSKSCRO6F/ref=cm_cr_srp_d_rvw_ttl?ie=UTF8&ASIN=B01CHURF3A)

Reviewed in India on 3 October 2018

[Flavour Name: CoconutSize: 150 g(Pack of 1)](https://www.amazon.in/Britannia-Nice-Time-150g/product-reviews/B01CHURF3A/ref=cm_cr_srp_d_rvw_fmt?ie=UTF8&formatType=current_format)[Verified Purchase](https://www.amazon.in/Britannia-Nice-Time-150g/product-reviews/B01CHURF3A/ref=cm_cr_srp_d_rvw_rvwer?ie=UTF8&reviewerType=avp_only_reviews)

A must-have during tea and coffee sessions  
Pros-  
1. Nice biscuits have been around for decades and the taste is the best you could have with morning tea or evening tea or coffee!  
2. Folks with sweet tooth and who particularly love to chew upon sugar would love this biscuit - sugar granules are generously sprinkled on all biscuits uniformly!  
3. The biscuits are very crunchy  
4. The reason they are perfect during tea time is that they are not very heavy. I used to have good day biscuits and as compared to good day, Nice biscuits are light and I can consume half a pack in one sitting :).

#### 4.FINANCIAL PERFORMANCE EVALUATION:

#### BRITANNIA INDUSTRIES LIMITED

#### Gross margin TTM: 43.01%

#### Operating margin TTM: 20.68%

#### Net Profit margin TTM: 14.28%

#### Return on Investment TTM: 35.47%

#### ORACLE

#### Gross margin TTM: 70.87%

#### Operating margin TTM:18.02%

#### Net Profit margin TTM:51.13%

#### Return on Investment TTM:16.89%

#### 5.COMPARATIVE ANAYLSIS

#### ORACLE

\* Market share: 11.36%

\*Growth prospects : 34%

• Competitive Threats:Oracle operates in a highly competitive environment with large players such as Amazon,IBM,andMicrosoft.

#### These companies are constantly innovating and offering new products and services, which could lead to loss of market share for Oracle.

#### Barriers to entry: Trade and economic barrier

#### TRAFFIS & TAX BARRIERS

#### Information Barriers

#### Market Dominance Barriers

#### Cost Barriers

#### BRITANNIA INDUSTRIES LIMITED

\*Market share: 33%

\*Growth prospects: 9%

\*Competitive Threats:

1. Lower price offering competitors can affect Britannia's market share.

#### 2.Local dairies and bakeries can cause business losses

#### 3. Inflation can cause fall in sales and revenue.

#### 4. Rise in cost of raw materials

#### BARRIERS TO ENTRY:

#### Price reduction by established companies to prevent potential entrants from competing.

* Patent protection.

#### Brand loyalty.

#### 6.ASSESS SUSTANABILITY

# LONG TERM VIABILITY OF ORACLE:

. Oracles open up a vast amount of use cases on blockchains that are simply not possible without access to external data, trust-minimized off-chain computation, and cross-chain interoperability solutions. In order to provide developers with these oracle services, it’s important to put in place sustainable economic systems between blockchains, applications, and oracles that enable all three to remain secure while still having the economic support needed to innovate. Without sustainable oracle economics, Web3 would experience a profound innovation lull, and more importantly, suffer from ecosystem-wide security risk.

## Sustainable economics for the Chainlink protocol and services built on top of it is critical to maintaining high levels of security and reliability and expanding the oracle solutions available to blockchain applications.

## 91%of people want to see more accountability from businesses when it comes to making progress on sustainability and social efforts.

## Imagine a factory that produces a 20% profit on its 10 different products. Using an Oracle enterprise resource planning (ERP) system, it can quickly identify the least profitable items. In-depth data analysis will guide the producer to invest in equipment that will automate the assembly of these products, resulting in a 25% increase in the average profit margin.

## Yes, the long term viability of oracle company will surely succeed and wont be vulnerable to industry changes, technology disruptions or competitive pressures as it is Strong Brand and Loyal Customer Base. oracle brand is one of its most significant assets. The company’s reputation for quality, innovation, and design has helped it build a loyal customer.

# LONG TERM VIABILITY OF BRITANNIA

## BRITANNIA Share Price Target 2030

# The initial price target for Britannia Industries Ltd in 2030 is projected ₹8558.61. With favorable market conditions, the mid-year price target for Britannia Industries Ltd could reach ₹8531.33.

# Britannia Industries is forecast to grow earnings and revenue by 10.5% and 9% per annum respectively.

## EPS is expected to grow by 10.5% per annum. Return on equity is forecast to be 53.7% in 3 years.

# Britannia Industries has TTM P/E ratio 59.51 as compared to the sector P/E of 29.21.

# Britannia aims to more than double its cheese biz in next 3 years.

# To penetrate deeper into the households, Britannia Bel Foods is working on accessibility and affordability.

#### CONCLUSION:

# Britannia is well-known and has a large worldwide footprint. the organisation is trustworthy and has great brand recognition. But the primary issue is that it is facing rising market competition and has to improve its R&D department.

# To thrive in the market, a firm must have its finest marketing efforts in front of the client at all times. With the changing times, digital marketing has become one of the most important ideas for all market aficionados. Digital marketing technologies such as SEO, SMM, and others enable the organisation to reach a broader audience while being cost-effective.

# If you want to excel in this field and work for companies like Britannia, it is vital to have the necessary knowledge in the field of Digital Marketing.

# Oracle it is the third largest software company by market capitalization.oracle software and cloud service represents a pinnacle of innovation and versatility in the technology landscape. A comprehensive range of integrated applications, from cloud infrastructure to advanced ERP, CRM, and AI solutions.

Many small sales and database companies rely on Oracle because of the funding. It has public cloud interference, and they try to provide quality products in the hardware-software category. Oracle Live SQL lets users create and practice against Oracle databases. Currently, there doesn’t focus on moving to the IT sector, but it continuously develops and increases its core product. They were trying to make products in large quantities that helped reduce the cost..